

CHELSEA CARTER

✉ ChelseaLCarter1@gmail.com

☎ (215) 687-5164

in <https://www.linkedin.com/in/chelseacarter>

EDUCATION

University of Kentucky (UK)
August 2013-May 2018

B.A., Cum Laude,
Integrated Strategic
Communications: Account
Management Path
Minor: Finance & Psychology

SOFTWARE KNOWLEDGE

- Adobe Suite(Photoshop, Illustrator, Premiere)
- Website Design + HTML(Wordpress, Squarespace and Wix)
- CRM Salesforce (KORE)
- Archtics Ticketing System
- Social Media Management Platforms (Content Cal, Hootsuite and more)
- Google Analytics
- Asana Media Management
- Mail Chimp Email Marketing
- Tableau
- Target Research: Mintel, MRI+, and Neilsen

COMMUNITY INVOLVEMENT

- Military Day Of Service | November 2019
- 76ers Youth Foundation Volunteer | August 2019-Present
- Pro-Act Philly- MLK Day | January 2020
- Bike MS- City to Shore Bike Ride| September 2019
- Project 76 Volunteer- Philadelphia 76ers | August 2019-Present
- Mustard Seed of Central Florida | June 2019
- Keep Winter Park Beautiful x Corkcicle | April 2019
- Habitat for Humanity Orlando Chapter | March 2019

PROFESSIONAL EXPERIENCE

Founder and Creative Strategist

TheCarterStandard | Philadelphia, PA (Nov. 2019-Present)

- Propose, design and develop websites for various clients ranging from individuals, artists, and businesses
- Complete marketing projects from conception to development including logo design, web design, branding and social media management
- Integrate integral SEO techniques and buzz words to attract viewers to client sites
- Utilize multiple software application including the Adobe creative suite to design marketing posts, promotional materials, e-mail blasts and website components

Sr. Coordinator, Corporate Partnerships Activation

Philadelphia 76ers | Philadelphia, PA (July 2019 - March 2021)

- Developed relationships with sponsors by managing the expectations of all contractual elements and also providing opportunities for added value
- Ran sponsorship reports, draft meeting recaps and plan activations
- Managed and fulfills own portfolio of sponsorship accounts
- Planned, coordinated and executed sponsor events, including promotions, hospitality, community programs, media, digital strategy and signage
- Developed sponsorship proposals, recap and renewals, with focus on sponsorship performance and renewal/upsell opportunities
- Maintained partner deliverable spreadsheets as well as significant contract items; i.e. termination rights, purchase obligations, etc.
- Served as a liaison with other departments on sponsored program which include: game presentation, community relations, ticketing, hospitality and the Sixers Youth Foundation

Client Services Intern

Orlando Magic | Orlando, FL (Aug. 2018 - July 2019)

- Supported operations of the client services department, specifically renewal and retention efforts for over 1,700 season ticket holders (STH) totaling over \$19 million of annual revenue
- Utilized Archtics and CRM to expand guest knowledge, track event show rates, touch-points and legendary moments to impact the organization's predictive renewal model
- Synergized with Special Events team to plan, execute and document 30+ STH related events within 6 months
- Streamlined a complete process and execute Fan Experience Programs for all home Orlando Magic Games
- Solely responsible for creating guest profiles of expected event attendees for Orlando Magic CEO and front office Basketball Operations executives.
- Developed strategy for distribution plans resulting in over 8,000 exclusive giveaways to STH
- Assisted the Corporate Partnerships department to promote STH interaction with sponsored activations
- Trained cross-functionally in Ticket Sales, Corporate Partnerships, Digital Strategy and Special Events

Client Services & Business Development Intern

JMI Sports | Lexington, KY (Sept. 2017 - May 2018)

- Collaborated with account managers to create sales decks and researched new business ideas to create B2B opportunities for current and potential premium partners
- Oversaw and executed sponsored activation, signage updates and social media ads for the re-branding of Commonwealth Stadium to Kroger field with a \$22.2 million partnership deal
- Assisted account executives with achieving additional revenue with hospitality sales and premium events
- Executed game night duties including capturing photos, concourse tables, Fan Fest set-up for sponsors, and assisted Marketing department with sponsorship contest fulfillment, etc.

CHELSEA CARTER

✉ ChelseaLCarter1@gmail.com

☎ (937) 422-9160

in <https://www.linkedin.com/in/chelseacarter>

COMMUNITY INVOLVEMENT (CONT.)

- City of Orlando MLK Great Day of Service | January 2019
- Orlando Magic & Pepsi Co. Youth Holiday Shopping Spree | December 2018
- Second Harvest Food Bank of Central Florida | September 2018, March 2019
- Young Council Member- UK Alumni Association | May 2018- Present
- Student Tutor-Carnegie Center for Literacy | Feb. 2016- May 2018
- Survivor Panelist- Susan G. Komen | October 2017
- Hope Center | November 2013- May 2018

Director of Media

UK Student Activities Board | Lexington, KY (May 2017 - May 2018)

- Successfully spearheaded campaigns on social media platforms including Instagram, Twitter, Facebook and Snapchat
- Implemented marketing and promotion tactics that led to 54% growth in social media shares and 47% increase in website traffic from social media posts
- Utilized google analytics and other social media analytic tools to track engagement and draw target audience conclusions to promote 80+ events more effectively
- Awarded the "Promotional Director of the Year" awarded by the Office of Student Organizations

Vice President of Promotions

UK Student Activities Board | Lexington, KY (May 2016 - May 2017)

- Served as an executive member that managed a full service promotional team (2 Graphic Designers, Public Relations Director, IT Director, Media Director and 6-7 promotional chairs)
- Ordered and delivered all promotional items for 60+ events
- Oversaw the creation of a \$1M programming and executive budget, personally executed and tracked a \$20,000 promotional budget
- Created and delivered a marketing presentation at the National Association for Campus Activities National Convention to 100+ student leaders to teach effective marketing tactics and methods

Marketing Intern

UK Athletics | Lexington, KY (Aug. 2014-May 2017)

- Executed game day scripts including game-day promotions, fan interactions and LED matrix boards for over 200 collegiate sporting events over 3 years including 7 NCAA Division 1 Championships
- Assisted with sponsor fulfillment on game days as well as within the Lexington community
- Created and executed full marketing campaigns for special theme nights for Volleyball and Baseball Games (NPHC Greek Nights, Breast Cancer Awareness PINK Nights)

HOSPITALITY EXPERIENCE

Server/Room Service Attendant | Omaha Steakhouse | Orlando, FL (Nov. 2018 - March 2019)

- Work with other servers to ensure all guests both in bar and dining room received an exceptional dining experience
- Maintain cleanliness of station and tables in assigned section as well as restaurant.
- Make menu recommendations to guests and advertise menu specials.

Bartender & Server | Hilton Curio-Campbell House | Lexington, KY (May 2017 - July 2018)

- Advertised, marketed and recommended menu options to guests to increase guest satisfaction
- Communicated product knowledge to facilitate guests decision making
- Created a welcoming environment for visiting guests providing a memorable dining experience
- Maintained all sanitation procedures and food safety guidelines
- Demonstrated flexibility in regards to work assignments and work schedule
- Created and served various dishes and drinks to guests to ensure an exceptional dining and bar experience.

Cocktail Server | Hilton Lexington Downtown | Lexington, KY (May 2016 - May 2017)

- Worked with other servers to ensure all guests both in bar and dining room received an exceptional dining experience
- Maintained cleanliness of station and tables in assigned section as well as restaurant
- Trained new cocktail servers with restaurant procedures and ensured new trainees were knowledgeable of menu and drink items
- Made drink and menu recommendations and up-sold guests on menu and wine items