




# CHELSEA CARTER

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## 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)
- Asana Work Management
- 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

- Susan G. Komen Fundraising/Brand Marketing Committee Chair | September 2020-Present
- Angel Tree Gifting + Fundraising Volunteer | December 2021
- Tobias Harris Community Draft | October 2019
- Military Day Of Service | November 2019
- 76ers Youth Foundation Volunteer | August 2019-March 2021
- Pro-Act Philly- MLK Day | January 2020
- Bike MS- City to Shore Bike Ride | September 2019

## PROFESSIONAL EXPERIENCE

**Partnership Marketing Manager**  
**ReserveBar | Remote, USA (August 2021- Present)**

- Identify, prospect and execute partnerships with minority-owned spirits businesses across the U.S through digital marketing, relationships building and intense brand knowledge and research
- Serve as the lead contact for the Spirited Change Initiative at ReserveBar focusing on brand partnerships, content, recruitment and overall advancement of minority-owned businesses
- Create and implement B2B GTM strategy for partner retention & revenue expansion for 30+ brands valuing approximately \$1.4M with direct revenue
- Create and execute integrated marketing programs and campaigns to promote B2B enterprise partners with co-branded content, virtual and live events, and all other omni-marketing channels
- Manage day-to-day operations of partner marketing efforts, including promotions, emails, on-site experiences, website content, measurable data reporting and stakeholder status meetings
- Forecast, measure, and report the results of various projects with partners, including co-created and/or co-branded content promotions
- Construct and execute high profile, strategic and business development negotiations, both endemic and non-endemic
- Synergize with influencers and serve as an advocate in the spirits industry to push the industry forward
- Serve as a Initiatives between brand partners and the ReserveBar Board of Directors and Spirited Change Initiative's investors
- Cross-collaborate with departments including creative, PR, operations, analytics, IT, HR, performance marketing, and finance to achieve company goals


**Founder and Creative Strategist**  
**TheCarterStandard.com | Remote, USA (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 15 sponsors with contracts valuing \$5.4M 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

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## COMMUNITY INVOLVEMENT (CONT.)

- 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
- 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

### 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.

### 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)