

CHELSEA GLOSSER

Social Media Marketer

DESCRIPTION

Enthusiastic social media strategist responsible for developing creative digital strategies that drive customer engagement, responsiveness, and satisfaction for B2C and B2B brands. I am well-versed in marketing strategies and intend on broadening my expertise by pursuing a career focused on TikTok and influencer strategy.

CAREER HIGHLIGHTS

- Won the business of a global athletic and sportswear brand, and managed day-to-day relationship and strategy with the client.
- Led social media training for 15 executives at a Big Four consulting firm.
- Directed social media video and photo content capture of celebrity designers Nate Berkus and Jeremiah Brent during a Los Angeles photoshoot.
- Developed and implemented an agency-wide influencer relations program as a new revenue stream.
- Generated 250+ online reviews for local restaurants through a pay-it-forward focused initiative during COVID-19.

EDUCATION

Baldwin Wallace University

BACHELOR OF ARTS, MAJORS IN MARKETING & PUBLIC RELATIONS - 2015

- 3.85 GPA
- Graduated with Magna Cum Laude honors.
- Scholastic honors society member of Gamma Sigma Alpha, Order of Omega, and Alpha Lambda Delta.

CONTACT ME

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CAREER SUMMARY

Social Media and Community Manager

REVIEWTRACKERS | JAN 2020 - PRESENT

- Build a video strategy, including a brand persona and content strategy, editing, scripting, and publishing for TikTok, Instagram, YouTube, and LinkedIn.
- Grew engagements by 264% and followers by 40% during the first month of managing social channels. Use Salesforce, Google Analytics, Hubspot, and Hootsuite to build reports and track successful growth.
- Generated 80 new members after launching a LinkedIn customer community group to provide resources and support during COVID-19, including video resources.
- Gained a 90% user adoption after rolling out an internal employee advocacy tool and program.
- Support product go-to-market launches through video development, social messaging, graphics, and sales enablement material, and set channel level goals - report on progress weekly to leadership teams.

Social Media Manager

HYATT | SEP 2019 - DEC 2019

- Created, curated, and published relevant, original, high-quality content for the Hyatt brand channels.
- Drove brand awareness and engagement by executing monthly paid campaigns.
- Executed brand storylines by managing the relationship and content development from influencers and creative partners.
- Cultivated a connection between guests and the brand by designing engaging Instagram Stories.

Senior Social Media Editor

SSPR | JAN 2018 - AUG 2019

- Ensured a holistic and cohesive brand story by managing all aspects of social media marketing, from ideation, development, and execution.
- Monitored, listened, and responded to social media activity while identifying opportunities to curate user-generated content, and create new brand assets.
- Identified high-impact opportunities for customer interactions and campaign delivery by leveraging analytics and social listening tools.
- Provided detailed analytics using Sprout Social, Buzzsumo, and Google Analytics to measure KPIs and make recommendations to optimize future performance.
- Managed brand reputation by responding to mentions and product reviews.

Social Media Editor

SSPR | SEP 2016 - DEC 2017

- Led organic and paid social media content creation strategy for multiple leading national brands and executives.
- Reached potential customers by working directly with social media influencers to develop campaigns.
- Kept project logistics in order by organizing behind-the-scenes deliverables and timelines.

Associate Social Media Editor

SSPR | OCT 2015 - AUG 2016

- Wrote and scheduled daily posts for all social media outlets.
- Inserted clients into valuable social media conversations by researching industry news, brand sentiment, competitors, influencers, and customers.

Brand Manager

CHIPOTLE | AUG 2013 - SEP 2014

- Drove 10,000 students in a semester to the local store through special events and face-to-face promotions.
- Created buzz through Facebook and Twitter in anticipation of promotions, and provided metrics on the campaign's success.