

# CHELSEA REID

NEW ORLEANS, LA

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## SUMMARY

- 10+ years of experience in curriculum, social media content, and marketing copy for educational classes, fundraising campaigns, outreach materials, and employee and family handbooks.
- Proven track record of developing content that empowers students, increases organizations' brand awareness, and assists in meeting fundraising goals.
- Known to be a resourceful leader with a creative approach to problem-solving and the ability to work both independently and collaboratively.

## RELEVANT WORK EXPERIENCE

### LEAD PRODUCER Be Loud Studios | Jan 2021 - May 2022

- Developed curriculum and provided in-person and virtual instruction to guide DJs through the writing, recording, and editing of 75+ audio segments for distribution on 102.3 WHIV FM.
- Managed a team of three producers.
- Redesigned organization branding and best practices by writing curriculum and employee/family handbooks.

### SOCIAL MEDIA AND COMMUNICATIONS ASSISTANT MANAGER Kaplan Educational Foundation | Jun 2018 - Jun 2020 | Oct 2020 - Apr 2022

- Streamlined a social media strategy that increased Foundation's following over 75% in 6 months across all platforms, including a 209% increase on LinkedIn.
- Designed short and long-form copy marketing materials, including national fundraising campaigns, curriculum, social media content, communication emails, and quarterly newsletter.
- Moderated online social justice workshops and social media training for program scholars and alumni.

### IMPACT MANAGER City Year | Jun 2020 - Oct 2020

- Supervised a team of 10 Americorps members in providing tier 1 and tier 2 classroom support.
- Fostered the relationship, communication, and programming between City Year and the partner school.
- Empowered corps members' to develop education and career plans.
- Headed Diversity, Equity, and Inclusion work for the New Orleans team, by implementing DEI practices within our site and leading DEI site-wide trainings.

### COURSE DEVELOPER The Renaissance Charter School | Project-Based, Sept 2009 - Jun 2010, Sept 2013 - Jun 2016, Sept 2018 - Jun 2019

- Owned curriculum development and copy for courses on the themes of Hurricane Katrina, Service-Learning, and the Black Lives Matter Movement.
- Executed end to end planning of four out-of-state student trips and oversaw the day-to-day educational activities, meals, lodging, and communication with parents and partners.
- Raised over 75K for programming by meeting with local government officials, features on local media, drafting fundraising materials, and hosting in-person and crowdfunding events.

## SKILLS

- Adobe Audition, Indesign
- Canva
- Community Force
- Microsoft Office and Iwork
- Squarespace and Wix
- Workday

## EDUCATION

Mount Holyoke College Bachelors of Art in Africana Studies | May 2018