



Chelsi Harris

MARKETING MANAGER

Details

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Links

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Skills

- Graphic Design
- Social Media
- Marketing
- Web Maintenance
- Video Post Production

Profile

Graphic Design based Marketing Professional with 20+ years of experience and a passion for growth. Skilled in Social Media, Video Editing, Sales Support, Business Development, and Management. Adept in monitoring and reporting marketing objectives, to maintain necessary internal communications within the company.

Employment History

Marketing Manager, Fortified Fitness, Aledo, TX

MAY 2023 – PRESENT

Incorporated graphic design principles into marketing strategies, created all copywriting, advertising, and social media direction. Played a key role in business development, aiding in the establishment of initial staff protocols and software systems like Exercise. Managed website updates, overseeing branding, identity, and facility signage. Collaborated closely with vendors and suppliers for streamlined material procurement and amenity marketing materials. Led apparel design efforts, conducted facility tours, and membership sales. Demonstrated strong project management skills throughout.

Freelance Graphic Designer

MAY 2003 – PRESENT

Designed impactful branding and identity solutions, excelling in print, tradeshow booth design, and production art. Showcased expertise in diverse photography realms: event, corporate, and fashion, both as a photographer and assistant. Led dynamic social media campaigns, innovative digital marketing, and eye-catching package design. Created custom wall murals, album art, and screenprint designs. Orchestrated effective email marketing.

Marketing Coordinator, Water Technology, Inc., Fort Worth, TX

JUNE 2021 – MAY 2023

Executed graphic design-driven marketing, crafted sales collateral, composed compelling content and magazine copy. Managed facility award submittals for magazines and galas. Coordinated events, Lunch & Learns, and tradeshow. Proficiently edited videos utilizing client provided or b-roll footage. Led social media direction and analytics to drive engagement. Played a pivotal role in business development, working with a team on municipal and commercial RFPs/RFQs. Efficiently managed the Texas branch office needs.

Marketing Graphic Designer, Samsill Corporation, Fort Worth, TX

JULY 2016 – JULY 2020

Generate print and digital sales collateral including catalogs, sell sheets, packaging, and promotional materials. Craft HTML e-mail forwarders and optimize Amazon A+ content along with Amazon Affiliate programs. Handle product photography, videography, and editing, while also creating digital lifestyle mockups. Develop style guides and offer art direction for design projects. Lead package design initiatives and meticulously manage images according to customer specifications. Contribute to basic backend web development tasks and provide crucial sales support. Design 3-ring binders for prominent US colleges and actively participate in product research and development. Collaborate closely with the VP of Marketing to ensure project alignment. Successfully engaged with Fortune 500 clients like Walmart, Albertsons, Amazon, and other brands including HEB and collegiate licensing entities.

Marketing Assistant, Marco Company, Fort Worth, TX

NOVEMBER 2013 – JULY 2016

Specialist in product photography, videography, and inventive sales collateral generation. Maintained visual communication strategies and created value to project outcomes. Well-versed in corporate training, trade show coordination, and proficient social media leadership. Skilled in image management, basic backend web development, and brand enhancement. Collaborative team contributor with a proven track record collaborating with Fortune 500 clients like ESPN, Kroger, and Walmart, as well as recognized brands including Academy, HEB, and MetroPCS. Proficiency in Adobe Creative Cloud tools and adept utilization of software such as ArtCam, BiesseWorks, CorelDraw, Sketchup, and SolidWorks.

Customer Service Representative, Marco Company, Fort Worth, TX

AUGUST 2013 – NOVEMBER 2013

Order entry and project management, with expertise in delivering stakeholder-oriented quality by implementing comprehensive company procedures.

Designer, Marco Company, Fort Worth, TX

APRIL 2012 – AUGUST 2013

Concept Design at sister company, Infiniti Decor, with a focus on retail, grocery, c-store, and studio set designs. Adept at translating field dimensions and blueprints into seamless design concepts uniting aesthetics and functionality. Proficient in producing precise elevations, and effectively overseeing production art. Proficient milling CNC programming management and training, guided by lean manufacturing principles. Adept in large format printing, materials knowledge (rigid substrates and roll-to-roll prints), and vinyl plotting. Skilled in sign construction, lighting integration, and meticulous color matching. A collaborative B2B driver, fostering client connections. Crafted captivating, immersive spaces resonating with clients, ultimately leaving an indelible impact.

Education

Graphic Design, Art Institute of Fort Worth, Fort Worth, TX

APRIL 2010 – MARCH 2012

Successfully ranked at the top of the Dean's List for a consecutive 4.0 GPA from July 2010 - January 2012.

President of Art and Soul Graphic Design Club June 2010 - April 2012. Create immersive events for staff and students to showcase the camaraderie and skillsets of students on campus.

Vice President of Student Ambassadors April 2010 - March 2012. Aid in new student intake. Deliver keynote speeches during student orientations.

Courses

Adobe Premiere Pro CC - Advanced Training Course, Udemy

Adobe Premiere Pro CC- Essentials Training Course, Udemy