

Chelsea Napolitano

Brand Builder. Social Storyteller. Marketing Strategist.

chelsea.napolitano@gmail.com | 551-486-5345 | Greater Philadelphia Area

"I help clients stand out in a crowded and competitive marketplace with data-driven, creative marketing strategies that put the customer first."

Skills & Competencies

Languages: Spanish (conversational)

Proficiencies:



Social Media Management, Facebook, LinkedIn, Twitter, Instagram, YouTube, Data & Analytics, Social Media Advertising, Digital Media, Digital Advertising, Search Engine Optimization (SEO), Sprinklr, Hootsuite, Editorial Calendar Management, Brand Advocacy, Graphic Design, Photo/Video Editing, Adobe Creative Suite (Illustrator, Photoshop, InDesign), Adobe Premiere, WordPress, Microsoft Office Suite (Word, Excel, PowerPoint, Outlook), Copywriting, Project Management, Leadership, Contract Negotiation, Public Speaking, Technical Writing/Proposal Preparation, Budget Creation, Budget Management, Google AdWords/Search Advertising, Google Display Network

Online Portfolio: ccbycn.com

Professional Experience



Senior Social Media Marketing Specialist | August 2020-Present
Senior Talent Brand Specialist | April 2019-August 2020
Social Media Specialist | August 2015-April 2019

Lead multi-channel organic social media and influencer strategy development for growing Fortune 500 off-price retailer.

- Develop and execute platform-specific strategies and KPIs for on Facebook, Instagram, Twitter, TikTok, YouTube, Pinterest, and other emerging platforms.
- Work collaboratively with partners in a matrixed environment to identify key priorities, tentpole moments, and best ways to achieve overall business goals.
- Lead social/digital-first projects including brief development and partnering with various stakeholders and creative team to produce high-quality content within strict deadlines.
- Oversee community management efforts, including day-to-day oversight of community coordinator.
- Use social listening to identify trending topics and cultural moments.
- Use Sprinklr to manage, analyze, and report on social media and inform future strategy.
- Identify and execute on "big splash" social-led moments - for example, first-of-its-kind TikTok campaign inclusive of celebrity partnership, content creator partnerships, music production, and six-figure media spend.
- Manage annual budget for boosting organic social content.



FLORIO
PERRUCCI
STEINHARDT &
CAPPELLI, LLC

Marketing & Business Development Specialist | August 2012-August 2015

Coordinate marketing and business development for growing mid-size law firm.

- Design/develop print and electronic materials for business development, marketing, meetings, and events including PowerPoint presentations, promotional packages, brochures, exhibit displays, advertisements, press releases, technical qualification statements, employee resumes, and presentation materials in a deadline-driven environment.
- Implemented firm-wide program for completing responses to RFPs/RFQs.
- Plan & attend events and exhibitions to showcase and promote Firm activities and bring in new business.
- Coordinated redesign/launch of website; established/maintained social media identity.



Communication Specialist & Copywriter | May 2010-August 2012

Provide clients with appropriate, effective, high-quality marketing and multimedia material and strategies.

- Write/proofread/edit copy for promotional materials, print publications, video scripts and web.
- Manage multiple projects, schedules, and deadlines, ensuring client satisfaction.
- Research/develop/implement comprehensive marketing/brand development campaigns. Attend industry events and conduct promotional presentations for networking and business development.

Education



Washington State University
Edward R. Murrow College of Communication
M.A. Strategic Communication
August 2010
GPA: 4.0



Rutgers, The State University of New Jersey
B.A. Communication
Minors: Latino Studies, Spanish
May 2010
GPA: 3.3