

# CHELSEA TRAUTMAN

## CONTACT

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trautman

## SKILLS

- Writing
- Editing
- Content Strategy
- Media Relations
- Social Media
- Public Speaking
- Oral Presentations
- Event Planning
- Microsoft Office
- Google Drive

## RELEVANT COURSEWORK

- Content Strategy for Public Relations and Advertising Professionals
- Public Relations Writing
- The Brand and Business Impact of Digital Media
- Research Methods for the PR and Ad Professional
- Communication Campaigns for Social Change
- Nonprofit Communications

## EXPERIENCE

### **PUBLIC RELATIONS AND COMMUNICATIONS SPECIALIST**

MATRIX MARKETING GROUP | SEPTEMBER 2017 - PRESENT

- Connected with influential media outlets and editors to secure guest articles and promote agency services
- Developed content strategies both internally and for agency clients
- Scheduled and produced social content for agency clients
- Wrote and edited weekly articles for the agency blog
- Drafted press releases and conducted public relations outreach for the agency and its clients
- Managed group of guest bloggers and agency interns
- Created internal website copy and brand messaging during website redesign
- Developed and executed a backlinking strategy to improve agency's search rank and domain authority

### **CORPORATE COMMUNICATIONS FELLOW**

HILL+KNOWLTON STRATEGIES | JUNE 2016 - JUNE 2017

- Developed byline topics and drafted bylined articles positioning clients as thought leaders in their fields
- Drafted press releases and media pitches to generate media coverage for key clients, including Fortune 500 companies
- Tracked success of media pitches and documented results in detailed flash reports for clients
- Researched and compiled lists of target media, bloggers, and web staff for outreach
- Managed coverage tracker spreadsheet, tracking reach and impressions of PR initiatives

### **PUBLIC RELATIONS & ADVERTISING GRADUATE ASSISTANT**

DEPAUL UNIVERSITY | SEPTEMBER 2015 - JUNE 2016

- Coordinated PRWeek Education Program of the Year Award submission, resulting in a Second Place award in the national competition
- Created collaborative alumni LinkedIn group, attracting more than 300 members
- Planned and executed two receptions for more than 60 guests and organized signature event including catering, room design, and invitations for 150 guests

## EDUCATION

### **MASTER OF ARTS, PUBLIC RELATIONS AND ADVERTISING**

DEPAUL UNIVERSITY | 2015 - 2017

### **BACHELOR OF ARTS, ENGLISH - WRITING**

TRUMAN STATE UNIVERSITY | 2010 - 2014

### **INTERCULTURAL EXCHANGE PROGRAM**

AALBORG UNIVERSITY | 2012 - 2013