



CHELSEA MITCHELL

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ABOUT

I am a driven and ambitious marketing professional with a focus on quality, consistency and grit. I understand the value of hard work and ingenuity. I am a marketing nerd, travel enthusiast, coffee lover and sports fanatic.

SKILLS

Inbound Marketing
Content Creation
SEO and Blogging
Video Marketing
Email Marketing
Social Media
Brand Development
Wordpress
HubSpot
Adobe Creative Cloud

EDUCATION

Missouri State University
Bachelor's Degree
Marketing and Management
2013

KEY ACCOMPLISHMENTS

- Rebranded 13 companies in three years
- Launched three new websites in three years (redirected remaining websites to align with rebranding)
- Led integration of marketing software and sales CRM
- Expanded team from two to nine in 18 months

EXPERIENCE

Director of Marketing, Ascent Global Logistics

August 2019 - Now

- Craft, document and drive marketing strategy for leading logistics and transportation company
- Strategically build marketing campaigns across all channels to support business needs
- Monitor and optimize \$600K marketing budget

Senior Manager of Brand Marketing and Corporate Communications, Ascent Global Logistics

June 2017 - August 2019

- Implemented quarterly executive reporting
- Documented over 40 marketing SOPs
- Created new hire playbook to improve onboarding experience
- Developed first marketing internship program

Senior Strategic Marketing Specialist, Ascent Global Logistics

May 2016 - June 2017

- Led the launch of a new brand and cobranding efforts for seven companies
- Crafted value proposition communications, consolidated social media accounts and websites and integrated go-to-market messaging