

# CHELSEA LACEY-MABE

*Digital Media Professional*

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47 Suffolk Ct. Downingtown, Pa

## OBJECTIVE

Creative digital media professional with journalism background seeking opportunity to produce original content and use social media expertise to promote content and grow brand audience.

## SKILLS

Photoshop, Illustrator, Premiere, Google Analytics, Wordpress, Sharepoint, Canva, Social media platforms

## WORK EXPERIENCE

### Digital Community Relations Coordinator

*PennDOT District 6 | June 2017 - present*

- Coordinate live media interviews, commenting on behalf of PennDOT during winter weather events
- Write press releases on construction updates and disseminate to news media, legislators and public officials
- Develop content ideas to create graphics, gifs and videos for social media platforms and track analytics to maximize reach. Increased Twitter following for @511PAPhilly by more than 35% since being hired (now 11.7K)
- Run two PennDOT Facebook groups with more than 1,000 members collectively
- Facilitate Facebook Live videos to grow Facebook following
- Manage project pages on Penndot.gov and provide training to other employees on posting content
- Produce monthly company newsletters and provide guest blog articles for Penndot.gov

### Assistant Digital Content Producer

*CBS 3 / CBS Philly | April 2016 - January 2017*

- Produced breaking news articles for CBSPhilly.com, monitored wires and worked with the assignment desk and reporters in the field to add the latest developments
- Implemented SEO strategies & socialized articles to achieve maximum post reach and website traffic
- Conducted interviews and wrote feature and lifestyle articles in AP style, including several travel guides for Democratic National Convention coverage
- Live tweeted press conferences and events
- Cut, edited and uploaded PKGs, SOT/VOs and VOs from the live newscast to CBSPhilly.com

### Editorial Assistant

*Merion Matters | October 2015 - April 2016*

- Pitched and researched complex medical and healthcare topics and conducted interviews with medical experts throughout the country
- Met daily, weekly and bi-weekly story deadlines for a national publication
- Wrote online and print articles including profile pieces, studies and current medical events for niche medical communities of healthcare professionals

## EDUCATION

### Bachelor of Journalism, May 2015

*Temple University | Philadelphia, Pa.*