

# CHELSEA NOLAN

Marketing Communications Leader | Minneapolis, MN  
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## Skills

Project management	Campaign strategy	Content development
Proficient in Microsoft Suite	Brand management	Cross-functional collaboration
Marketing automation	Email marketing	Process improvement

## Summary

Results-oriented marketing and communications professional with over 10 years of experience developing and executing marketing strategies that drive engagement and align with business goals. Adept at collaborating across functions to enhance brand presence and meet diverse audience needs.

## Education

<b>Certificate</b>	University of Notre Dame - Mendoza College of Business	2018
<b>B.A.</b>	Strategic Communications, University of Minnesota Twin Cities	2014

## Relevant Experience

<b>Segment Marketing Manager, Wellfleet Insurance/Berkshire Hathaway</b>	2022 - Present Springfield, MA (Remote)
<ul style="list-style-type: none"><li>• Lead the marketing efforts for the division's \$56.8 million portfolio across four products for all stages of the buying cycle.</li><li>• Serve as the marketing liaison for the business segment, translating client and broker strategies into actionable marketing plans and managing projects from conception through execution.</li><li>• Improved internal processes by spearheading transformation of standard operating procedures to increase efficiency, resulting in a promotion to a new team.</li><li>• Align initiatives with overall business goals, ensuring timely delivery within budget constraints, including go-to-market launch for a new product and bid-prevention tactics.</li><li>• Influence company leaders including the EVP and CEO by offering solutions through analytical reporting and results-driven strategies, growing RFP activity 130% during position tenure.</li><li>• Design and execute marketing campaigns that drive awareness and engagement through collateral, events, content creation, and automation tools while maintaining compliance in a highly regulated industry.</li></ul>	

- Led the writing and editing process for all channels, including digital and print collateral, social media, email, and paid media.
- Managed strategy and development of brand catalogs, publishing four 16–48-page books.
- Owned the technical implementation of product description page (PDP) content across two software systems, Salesforce and Demandware.
- Acted as the voice of the brand, conducted brand-wide audits, and led content revisions to ensure alignment to brand standards.
- Collaborated cross-functionally and partnered with business leaders to inform strategy and content.

**Consultant/Copywriter, Freelance**2016 – 2021  
Minneapolis, MN (Remote)

- Conceptualized, wrote, and published highly nuanced content with a focus on key target markets, brand tone, and clear calls-to-action for over 50 B2B and B2C industries.
- Developed and implemented communication strategies to increase lead generation and brand impressions, including technical execution (WordPress, Joomla, Wix, etc.).
- Utilized market research and analyzed sales data to develop and present strategic recommendations to clients to increase campaign targeting and effectiveness.
- Managed writing, outreach strategy, and media relations of press releases, improving response rate by 50%.
- Planned and managed events including coordination, budget, staff, marketing, signage, and more.

**Communications Manager, Prospectr Marketing**2015 - 2021  
Minneapolis, MN (Remote)

- Responsible for content strategy and development with an emphasis on copywriting for email marketing campaigns and newsletters, generating over \$400,000 in new business during position tenure.
- Managed accounts and marketing campaigns while advising clients on best practices.
- Created, implemented, and tracked outbound digital marketing campaigns with marketing automation software.
- Analyzed monthly reports and statistics, utilized A/B testing for data-driven action.

## Pro Bono Work

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- **Board Member, Spirit of Alexandria Foundation** 2013 - 2023
- **Director of Marketing and Events, Community Exchange for Change** 2018 - 2022
- **Co-Chair Event Planner/Fundraiser, The Red Affair** 2016 - 2020