Chelsea Lomartire

Creative Strategic Storyteller

Certified in Principles of Public Relations

Skill sets include: strategic communication, social media management, experiential communication, event management, design, branding, media relations, AP style writing, campaign development, digital content creation and community engagement.

Education

-Belmont University (Nashville, TN)

-Bachelor of Science, Public Relations; Bachelor of Science Entertainment Industry Studies (Graduated: Dec. 2019, GPA 3.796)

-Master of Science, Strategic Communication and Leadership (Graduated: May 2023, GPA 4.0)

Involvement, Awards & Certifications

Organizations: PRSSA- 2017-2018 Public Relations Director & 2017 Historian, Tower Creative Communications- Executive Director, Lambda Pi Eta, Alpha Gamma Delta

Awards: Belmont University Department of Public Relations Chair's Leadership Award, 2019 PRSA Nashville scholarship recipient, PRSSA National Gold Key Award, PRSA Nashville Parthenon Award of Merit- #BUwithpurpose

Certifications: PRSA Certificate in Principles of Public Relations, PR Council Agency-Ready Certificate, Muck Rack Fundamentals of Media Relations and Social Media, Google Analytics for Beginners

Contact Information

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chelsealomartire.com

PROFESSIONAL EXPERIENCE

Director of Strategic Communications & Event Planning- College of Music & Performing Arts | Nashville, TN
Belmont University- 7/22-Present

-Strategizes and executes communication initiatives for the college
-Develops and communicates faculty, staff, student and alumni stories
-Manages and strategizes print and digital communication and advertisements
-Plans and executes community facing events such as Christmas at Belmont and 50 Years of Jazz celebration
-Develops strategy for the promotion of 400+ performances each year
-Collaborates with university and community partners to elevate the college and university brand
-Strategizes community engagement initiatives
-Develops digital and print marketing materials
-Manages and innovates social media accounts
-Coordinates production logistics such as ticketing and program strategy

Admissions Coordinator- CLASS, CoE, UND | Nashville, TN
Belmont University- 2/21-7/22

-Strategized and executed recruitment efforts for key populations
-Managed and elevated social media accounts for CLASS and CoE
-Launched and strategized CoE account
-Developed takeover series on social accounts which increased impressions, engagement and followers
-Collaborated with college leaders to tell the stories of CLASS and CoE
-Planned and executed virtual and in-person recruitment events
-Pitched the university to prospective families
-Strategized and organized digital, website, and print marketing materials

Communications Consultant | Nashville, TN
Freelance - 7/20-Present

-Strategizes communications campaigns and branding with clients
-Designs digital content and messaging for web and social media platforms
-Wrote published articles for WDW News Today

Adjunct Faculty Member- Media Studies | Nashville, TN
Belmont University- 1/23-Present

-Teaches course on mass media & society
-Develops course goals, objectives and weekly schedule
-Creates experiential class activities and coursework
-Engages with students

Marketing/Event Operations Intern | Nashville, TN
Nashville Soccer Club - 8/19-12/19

-Collaborated with staff in the planning and execution of community events
-Strategized community engagement initiatives
-Aided in game day operations

Marketing & PR Intern | Franklin, TN
maddjett management - 1/19-4/19

-Focused on the marketing, partnership and PR aspects of the Lauren Daigle brand
-Produced research projects in fan engagement and philanthropic efforts
-Developed digital messaging

Special Events Intern | Porstmouth, NH
Prescott Park Arts Festival - 5/18-8/18

-Planned and executed special events
-Communicated directly with vendors and volunteers
-Designed print and digital graphics

See LinkedIn for Full List of Internship Experiences