

PUBLIC RELATIONS SPECIALIST

- <https://chelseapensapiece.wordpress.com/>

Professional Summary

Highly ambitious communications professional, excellent at juggling multiple tasks and working under pressure. Broad experience across military, healthcare, and engineering industries.

Skills

- Media Relations
- Media Communications
- Digital Marketing
- Research
- Strategic Planning
- Social media
- Social Media Analysis
- Content Management Systems
- Strong verbal communication
- Project management

Work History

Public Relations Specialist , 03/2017 to Current

Company Name " City , State

- Author news releases, pitches, blogs, CEO letters, articles and commentaries for various platforms to include trade publications, statistical reports, online blogs and other forms of external media
- Provides staff assistance in carrying out information and strategic marketing programs of NCCPA
- Prepare and draft press releases biannually for more than 50 recipients of the Certificate of Added Credentials
- Script, host and record quarterly podcasts on topics related to certification, health philanthropy, exam development
- Research emerging trends and topics in healthcare for fact sheets and news pitches to healthcare journalists
- Attend healthcare conferences to promote the value of the certification process
- Social media contributor
- Create monthly staff newsletter

Public Affairs Specialist , 12/2010 to Current

Company Name " City , State

- Prepares and distributes written and visual information for external and internal audiences
- Author regular mission-related stories for base publications and public websites; several articles re-released to wider audiences on Air Force Reserve Command platforms to include social media sites.
- Maximize the base's public website usage by linking traffic with social media stories and posts created on the wing's Facebook page.
- Copy-edit and design layouts for base publications .
- Provide public affairs support during media events: Coordinated transport to Puerto Rico for NBC national news team and Fox News national news team during Hurricane Maria Recovery operations
- Streamline personnel tracking system to enhance inclusiveness and base morale.
- Photographs retirements, promotions and other major events for base's digital publication.

Public Affairs Specialist , 08/2014 to 03/2017

Company Name " City , State

- Subject matter expert on digital information distribution systems: Updated and managed the public website via the USACE AFPIMS system
- Designed website for CSS Georgia recovery effort which became a favorite among public audiences, bringing high-traffic to the website
- Created congressional webpages, eliminating need to carry bulky discs to congressional visits
- Searched, created, & dispatched the news clips daily - on average two hours sooner than expectation.
- Ensured all content produced by Corporate Communications Office gets exposure in other DoD channels: DVIDS, Army CORE, Public Works Digest & more
- Managed district's Intranet site and turned it into a quick and convenient source of information for the workforce
- Invested weeks into overhauling a new interface that hosts the most relevant info, increased visual appeal and is more user friendly
- Established and executed an updating protocol that ensures the Intranet is a timely source of information with relevant updates
- Reorganized the site making nearly all of the content available within two clicks, directed and managed the design of new icons, reduced scrolling, trimmed clutter, and archived dated information.
- Authored articles and blog posts that included rainfall updates, employee recognition, civil works projects, deployments & STEM outreach
- Assumed social media management duties in absence of primary manager
- Connected social media to the public website by installing a plug-in that enabled Facebook and Twitter feeds to display on home page
- Interviewed subject matter experts, drafts and publishes feature stories for external and internal audiences
- Mastered the interview process to include research and preparation, putting the subject at ease, knowing the right questions and being conscious of other people's time
- Adopted new communication techniques and applies them creatively to dynamic & evolving environments.
- Instrumental in successful execution of the District's change of command

- Created, arranged & managed Change of Command information webpage
- Updated photo boards in the commander's gallery and functioned as an usher for commander & dignitaries
- Made professional development & self-improvement a priority

Job Related Training

- Leadership Development Program, Level 1 (USACE, Savannah District, Savannah, Georgia) Scheduled completion: June 2016
- CES Action Officer Development Course (USACE, Savannah District, Savannah, Georgia) Completed: March 2016
- Airman Leadership School Distance Learning (Georgia Air National Guard, Savannah, Georgia) Completed: March 2016
- CES Basic Course, Phase I (USACE, Savannah District, Savannah, Georgia) Completed: October 2015
- CES Foundational Course (USACE, Savannah District, Savannah, Georgia) Completed: May 2015
- Basic Public Affairs Specialist Course- Honor Graduate (Defense Information School, Ft. Meade, MD) Graduated: May 2011
- News University courses: "Writing for clarity", "The Art of the Interview", "Making Writing Clean & Precise", "Reporting with video" and other topics (USACE, Savannah District, Savannah, Georgia) Completed: August 2015

Education

Bachelor's : Journalism, Public Relations , 2008

Georgia State University - City

- Minor in Marketing

Certificate : Basic Public Affairs Specialist Course , 2011

Defense Information School - City

Associate's Degree : Mass Communications , 2017

Community College of the Air Force - City

Affiliations

Public Relations Society of America, 2018

Software Competencies

Strong proficiency in Microsoft Office 2013 and Adobe Creative Cloud Suite (CS6 2014)

Publications

- Physician's Practice (monthly)
- KevinMD (January 2018)
- MedPage (April 2018)
- The Corps Environment (July 2015)
- Public Works Digest (July/August/Sept 2015)
- Foreign Affairs Magazine (October 2015)
- The Frontline newspaper (July and August 2015)