



CHELSEA STERN

## EXPERIENCE

### PR Intern – M Booth Agency

June–Aug 2021

New York, NY (Remote) | FAM (Food, Fitness and More) Team

- Engaged in daily media monitoring to tailor pitches to 500+ journalists
- Identified social media trends and target influencers weekly for seven clients (i.e. Conagra, Heluva Good!, Lidl, noosa, Planet Oat, Rao's Homemade)
- Leveraged media relations and pitch-writing skills to secure an article on Food Network's digital news outlet, yielding 21.34 MM impressions

### PR and Media Outreach Intern – Boolean Girl Tech

Nov 2020–Apr 2021

Washington, D.C. (Remote)

- Streamlined media lists for publications focused on STEM or at-home enrichment
- Curated 20 pitches to help Boolean Girl kids' STEM product kits break through the pandemic and holiday focused news cycle

### President – Women in Communications

Sept 2018–Present

Syracuse University | Syracuse, NY

- Organize bimonthly meetings, panels and networking events to empower 762 total club members and reach 973 Instagram followers
- Develop professional development programming to train 15 executive board members
- Facilitated media alerts for an alumna speaker event with 300+ people in attendance

### Hill Communications – PRSSA, W.P. Ehling Chapter

Syracuse University | Syracuse, NY

#### Director of Development

Aug 2021–Present

- Mentor 11 freshman interns in building portfolios with weekly workshops covering content calendars, media lists, press releases and pitches

#### Account Supervisor

Aug 2020–May 2021

- Spearheaded COVID-19 vaccine confidence campaign research—with 462 survey responses—and Instagram development to target college students in partnership with Real Chemistry, a global health innovation company
- Invent a strategic office calendar and digital toolkit to implement civil public discourse for the 2021 PRSSA Bateman Case Study Competition

#### Account Executive

- Conducted social media strategy, brand development and publicity for an alumni mentorship group, a yoga studio and a B2B investment reporting firm

### Publicity and Social Media Intern – MB and Associates Public Relations

Marlton, NJ

May–Aug 2020

- Designed graphics of 15 content calendars for restaurants and medical professionals
- Facilitated two local broadcast TV news shoots about COVID-19 restrictions

### Hebrew School Teacher – Congregation Beth Shalom - Chevra Shas

Jamesville, NY

Sept 2018–Present

- Teach 20 kindergarteners weekly lessons about Jewish culture and Hebrew language
- Foster an inclusive classroom environment (in-person and virtually) for nine-month terms

## EDUCATION

### Syracuse University

August 2018 - May 2022

S.I. Newhouse School of Public Communications

Bachelor of Science in Public Relations

Minor: Information Management and Technology

- GPA: 4.0, Dean's List
- Newhouse Class Marshal Valedictorian
- Dean's Student Leadership Council
- Syracuse Invest in Success Scholar

## SKILLS

**Adobe Creative Cloud:** InDesign, Premiere

**Microsoft Office:** Word, PowerPoint, Excel, Access

**Coding:** SQL, HTML, CSS, Bootstrap

**Writing:** AP style, copyediting

**Interpersonal:** Elementary Spanish, recruitment

**Social Media:** Instagram, Facebook, Twitter, LinkedIn, Pinterest

- HubSpot Academy Social Media Certified

- Google Analytics Certified

she/her

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