

# CHELSEA POULIN

## PROFILE

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I am a creative professional who has over 6 years of experience in marketing, branding, company communications, and design, as well as Human Resources and strengths-based facilitation methods.

## EXPERIENCE

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### Director, Sales and Local Market Development

*MeTEOR Education, Gainesville, FL* Oct 2019 - Present

- Work with local teams across the country to develop and enhance strategic market development plans.
- Ensure sales teams have the collateral they need for different stages of the sales conversation, when and where they need them.
- Creation and dissemination of sales presentations, training materials, and other collateral.

### Director, Culture and Wellbeing

*MeTEOR Education* Dec 2016 - Oct 2019

- Developed a culture-forward employee onboarding experience, created a new company intranet for employee resources, and managed employee benefit programs including three Open Enrollment seasons.
- Collaborated in Human Resources activities including the transition of HRIS platforms, handbook and policy updates, employee growth planning processes, and hiring processes.
- Developed a cross-functional wellbeing team and collaborated to create and implement employee wellbeing initiatives.

### Director of Marketing

*MeTEOR Education (rebranded from Contrax Furnishings)* Jan 2014 - Dec 2016

- Played a key role in the successful, national rebranding from Contrax Furnishings to MeTEOR Education.
- Produced collateral including catalogs, brochures, and sales presentations.
- Developed marketing strategies and collateral to support sales in targeting specific areas of new business.
- Managed company website, social media, and email marketing campaigns
- Partnered with sales leadership on our trade show marketing, events, and speaking engagements.
- Wrote copy for advertisements, press releases, and blog posts.





### Marketing Coordinator

*Contrax Furnishings, Gainesville, FL* May 2013 - Jan 2014

- Produced collateral including catalogs, brochures, and sales presentations, business cards, project portfolio, and other sales materials.
- Created and maintained marketing library and brand standards guidelines.
- Designed visual specifications for revamping corporate website to improve the UX and overall effectiveness.

## CONTACT

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## SKILLS, ETC.

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InDesign

Photoshop

Illustrator (*beginner*)

Squarespace

WordPress

Email marketing (HubSpot, Mailchimp)

SharePoint

Microsoft Office (PPT, etc.)

CoreClarity Certified Facilitator

Three-time invited MindShift\* participant

\*think-tank project which results in a book

## EDUCATION

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### B.A. in Advertising

University of Florida

2009-2014

*English minor, Psychology concentration*