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## Chelsie Rohlen

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### COPYWRITER & SOCIAL MEDIA SPECIALIST

I am a self-motivated professional with over two years of experience in the fields of marketing, advertising, and music business. As a highly dependable and committed employee, I chase solutions to tough challenges and value communication, thriving on feedback and enhancing performance. Core competencies include:

- Copywriting and editing
- SEO
- Blog writing
- Social content creation
- Social media monitoring
- Music business

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### PROFESSIONAL EXPERIENCE

#### August 2014-Present: Layla Grayce/Zinc Door, Copywriter; Atlanta, GA

- Write remotely for Pasadena, California-based e-commerce home furnishing and décor stores
- Craft SEO-driven product descriptions in distinct brand voices to influence sales and strengthen brand recognition, building strong relations with vendors through collecting product information
- Edit and assist in conceptualizing compelling blog and newsletter content
- Ensure content accuracy by proofreading and performing copy-related updates and edits throughout
- Remain atop current trends to cater to customer interests in top industry topics

#### July 2014-Present: Porchlight, Freelance Blogging and Social Media Monitoring; Atlanta, GA

- Manage and monitor social media fan bases totaling 1 million+ on Facebook, Twitter, and Instagram for RYOBI Power Tools, RIDGID Power Tools, Hart Hand Tools, Arctic Cove, and STOK Grills by engaging online community to create exceptional customer service environment
- Ghostwrite weekly blogs for design agency regarding social media, marketing, packaging, and graphic design

#### August 2013-August 2014: McCauley Marketing Services, Copywriter/Account Coordinator; Norcross, GA

- Wrote SEO-friendly copy for diverse uses including online marketing, print ads, and long-form web copy
- Created service-specific content for email blasts, newsletters, digital ads, blogs, and daily social media on various relevant digital media platforms for a wide variety of clients
- Monitored and optimized clients' social media presence to ensure maximum reach and engagement

#### September 2012-June 2013: Southern Ground Artists (Management), Intern; Atlanta, GA

- Began position as an unpaid intern, and was promoted into a paid employee within internship duration
- Updated social media outlets with artists' content; used Facebook Insights to achieve greatest impact
- Assisted in maintenance of company-wide tour schedules and tour merchandise locations for multiple artists, including multi-platinum selling Zac Brown Band
- Worked with A&R to identify "hot" local bands using social media trend monitoring, assisting in booking several to play Southern Ground Social Club, the company's music venue
- Created email marketing campaigns in MyEmma for Blackberry Smoke and The Wood Brothers

#### May-October 2012: Scoutmob, Editorial Intern; Atlanta, GA

- Wrote several pieces on local culture, dining, and current events for digital outlets
- Assisted in copyediting marketing content, curating deal and article ideas with the editorial team

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### EDUCATION

University of Georgia, Athens, GA

Bachelor of Arts in Journalism, Summer 2013, cum laude honors, 3.5

Major: Mass Media Arts, Certificate: Music Business