

# C H E L S E A H A L L

JOURNALIST

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## EDUCATION

Master of Business Administration  
Central Michigan University  
2022

B.S. Broadcast Journalism  
Florida A&M University  
2015

## CERTIFICATIONS

Hootsuite  
Google AdWords  
Google Analytics for Beginners  
Advanced Google Analytics  
Fundamentals of Digital Marketing  
HubSpot Academy: SEO  
HubSpot Academy: Inbound Marketing

## PROFESSIONAL SUMMARY

Versatile and detail-oriented fashion and beauty writer with 5+ years of experience in editorial, styling, and digital marketing. Proven expertise in crafting engaging content, optimizing SEO strategies, and managing high-profile projects in fast-paced environments. Adept at delivering creative solutions, building client relationships, and driving impactful results.

## EXPERIENCE

### Freelance Fashion and Beauty Writer

Self-Employed, August 2021-Present

- Create engaging and informative content weekly for publications such as Marie Claire, POPSUGAR, ELLE, and IPSY.
- Adhere to editorial, SEO, and formatting guidelines for both short and long-form articles.
- Conduct thorough research to ensure accuracy and originality.
- Maintain client communication to clarify assignment expectations and deliver high-quality work.

### Assistant Fashion and Beauty Editor

Marie Claire, Hearst Magazines, February 2020 – August 2021  
New York, NY

- Produced 1-3 daily news stories on beauty, fashion, and celebrity styles.
- Authored and optimized 3 SEO articles weekly for marieclaire.com.
- Attended weekly industry events for on-site and social media coverage.
- Monitored analytics tools to adjust content strategies and improve engagement.
- Contributed to print editions by writing and editing table of contents pages.

### Executive Assistant to the Editor-in-Chief and Creative Director

Marie Claire, Hearst Magazines, May 2019 - February 2020  
New York, NY

Calendar and Schedule Management:

- Maintain and manage the Editor-in-Chief and Creative Director's complex calendars, including scheduling meetings, appointments, and conference calls.
- Coordinate and prioritize appointments, ensuring efficient use of their time and avoiding conflicts.
- Assist in organizing and coordinating meetings, conferences, and events.

## SKILLS

AP Style

Copywriting

Adobe Creative Cloud

Content Management Systems

MS Office

Google Analytics

SEO

Web & Print Content Development

Final Cut Pro X

WordPress

Drupal

Basic CSS & HTML

Web Server Administration

Product Positioning & Branding

## ACTIVITIES

National Association of  
Black Journalists

Kappa Tau Alpha National Honor  
Society

Phi Sigma Theta National Honor  
Society

Media Correspondent for the Florida  
A&M University Athletics Department  
August 2013 - December 2015

Junior Reporter at Florida State Capitol  
August 2015-December 2015

On-Air Radio Host at WANM 90.5  
September 2012 – August 2013

### Correspondence and Communication:

- Screen and manage all incoming communications, including phone calls, emails, and messages.
- Draft, edit, and proofread correspondence, reports, presentations, and other documents.
- Respond to emails and inquiries on behalf of the Editor-in-Chief and Creative Director when appropriate.
- Maintain effective communication channels between the Editor-in-Chief, Creative Director, and internal/external stakeholders.

### Travel and Logistics Coordination:

- Arrange domestic and international travel itineraries, including flights, accommodations, and transportation.
- Prepare detailed travel agendas and provide necessary travel documents.
- Coordinate logistics for business trips, conferences, and industry events.
- Manage expense reports, reimbursements, and track travel-related expenses.

### Project and Event Support:

- Assist in the planning, coordination, and execution of editorial and creative projects.
- Conduct research, gather data, and compile information for various projects.
- Support the Editor-in-Chief and Creative Director in preparing presentations, proposals, and pitch decks.

### Administrative Support:

- Prioritize and manage multiple tasks simultaneously, ensuring deadlines are met.
- Maintain accurate and organized files, both in physical and digital formats.
- Prepare and distribute internal and external communications, memos, and reports.
- Manage office supplies, equipment, and inventory, ensuring availability as needed.
- Handle confidential and sensitive information with utmost discretion.

### Team Coordination:

- Collaborate with other departments and teams within Marie Claire to facilitate efficient workflows and communication.
- Act as a liaison between the Editor-in-Chief, Creative Director, and staff members.
- Coordinate team meetings, take minutes, and follow up on action items.

### Miscellaneous:

- Stay updated with industry trends, news, and relevant topics
- Conduct research on competitors, industry trends, and emerging influencers.
- Stay informed about upcoming events, conferences, and relevant networking opportunities.

### Freelance Fashion and Accessories Assistant

InStyle Magazine, Meredith Corporation June 2017 -  
April 2019, New York, NY

- Coordinated with PR companies, showrooms, and designers for sample tracking.
- Supported editorial teams in story run-throughs, photoshoots, and on-air segments.
- Planned Fashion Week schedules and pitched ideas for content creation.
- Maintained the fashion closet and organized sample shipments domestically and internationally.

### **Freelance Fashion Assistant**

Women's Wear Daily (WWD), April 2017, New York, NY

- Managed fashion sample trafficking while maintaining the fashion closet
- Communicated with designers and PR firms regarding sample loans and returns
- Managed the shipping of fashion samples domestically and internationally.

### **Personal Stylist**

Nordstrom January 2016-January 2017, Richmond, VA

- **Delivered exceptional personalized styling experiences, achieving sales targets.**
- **Built lasting client relationships through tailored fashion recommendations.**
- **Curated stylish outfits aligned with individual preferences and occasions.**

### **Editor**

The FAMUAN Newspaper at Florida A&M University

August 2015 - December 2015, Tallahassee, FL

- **Pitched, researched, and wrote articles for news, lifestyle, and sports sections.**
- **Conducted interviews and covered weekly sports press conferences.**
- **Fact-checked and edited articles to maintain journalistic integrity.**

### **Assistant to the Editor-in-Chief & Editorial Intern**

Harper's Bazaar, Hearst Magazines

May 2015 - August 2015, New York, NY

- Managed schedules and logistics for the Editor-in-Chief's office.
- Assisted with research, transcription, and preparation of feature articles.
- Organized archives, fashion closets, and liaised with designers and PR firms.