

Chelsea Stephens

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Address: 19 Henderson Court, Ingersoll, Ontario, N5C0A1

Work Experience:

Sales & Marketing Manager

Oxford Manor Retirement Residence - Ingersoll

June 2023 to September 2023

- Spearheaded the successful planning and execution of a key community event, enhancing local engagement and residence visibility. Included visits from members of Ingersoll town council, and Oxford's Member of Parliament.
- Conducted weekly outreach to 20-40 local businesses, fostering community ties and promoting the residence.
- Directly contributed to a 3-month occupancy increase by securing 4 new residents, indicating effective targeted marketing strategies.

Executive Assistant

Java Zealot Solutions, Toronto, Ontario, Canada

January 2022 - August 2023

- Managed at least 5 major trip arrangements and numerous weekly appointments, ensuring seamless operations for the CEO.
- Streamlined email management processes, enhancing organizational efficiency and communication flow.
- Managed rental income from multiple rental units including commercial and residential

Community Success Manager

Community Development Council Durham / UBI Works - Canada

July 2021 to June 2023

- Drove a \$12,000 annual fundraising campaign through the coordination of 50 donors.
- Managed over 24 volunteers with a retention rate of over 50%, sustaining operational effectiveness and community engagement.
- Initiated and led an Influencer program, recruiting over 200 micro-influencers to elevate brand awareness and support for Basic Income
- Assisted with CEO advocacy project garnering 170+ signatories.

Owner/Operator

Stephens' Consulting, Ingersoll, Ontario

January 2019 - July 2022

- Elevated client visibility by increasing social media reach from 3,000 to over 13,000 followers organically within three months.
- Delivered comprehensive digital solutions for 20+ businesses, including website design, SEO consulting, and the creation of an online retail store, demonstrating versatility and impact in digital marketing and e-commerce.

Member Services Coordinator

Ingersoll District Chamber of Commerce, Ingersoll, ON

December 2019 - October 2021

- Developed Sponsorship Plan and secured over \$12,300 in recurring sponsorships
- Met with and reported to Chamber of Commerce Board of Directors
- Acted as a board member for the Ingersoll BIA on behalf of the Chamber
- Interviewed and maintained relationships with area businesses by reaching out to new businesses, and welcoming businesses from a variety of industries.
- Successfully integrated 5 new businesses annually during tenure, reversing a trend of declining membership and bolstering community economic growth.
- Adapted event planning strategies to support local businesses during COVID-19, demonstrating innovation and community solidarity by facilitating transactions at cost.
- Managed event planning and execution of golf tournaments, networking events, and fundraisers with Chamber administrator.

Reservation & Hotel Management Coordinator / Customer Support Specialist

RoomRoster (now Event Connect), London, Ontario

October 2016 - August 2018

- Used conflict management skills to act as a moderator between guests and hotels
- Used various CRMs including: Front, ZenDesk, etc.
- Managed a high volume of client interactions, averaging 31,000 emails annually, and 70+ daily phone calls, showcasing exceptional organizational and customer service skills
- Assisted in leading a shift to a “training first” approach, reducing inbound call volume significantly, and enhancing user self-sufficiency and satisfaction with platform features.

Education:

Bachelor of Arts in Leadership, Minor in Cinema Studies

Brescia University College, Western University

September 2009 - April 2014

Including a 1 year exchange program to Stenden Hogeschool, NL - Media and Entertainment Management

Post-Graduate Diploma in Public Relations

Western University

April 2014 - April 2015

Technical SEO, SEO & Marketing, Onsite SEO, and Offsite SEO (No diploma)

University of California - Davis, CA

December 2018 - July 2019

Certifications:

- Ontario Smart Serve
- TICO - Travel Industry Council of Ontario
- G Class License
- CPR & First Aid Certified

Additional experience and references available upon request