

CHELSEA MANDELLO

SKILLS & COMPETENCIES

Project Management Software

- Monday.com
 - Asana
 - Trello
 - Air table
 - Slack
 - Atlassian / Confluence
- CRM Software – Hubspot

Brand Development

- Product Design
- Web & iOS Design
- KPI Tracking
- Marketing / Analytics
- AP Style & Formatting

Adobe CC & Design

- Illustrator
- InDesign
- Photoshop
- Premiere
- Canva

Public Speaking

- Community Outreach
- Business Development
- Graphic Design & Illustrator
- Microsoft Office
- Tableau

PROFESSIONAL SUMMARY

Over the course of my career, I have focused on personal development and results-driven creative solutions, transitioning from public relations expertise to entrepreneurial leadership.

This journey has required me to master skills and processes I had never previously encountered, from advanced Excel analytics and CRM system implementation to vendor negotiations and international logistics coordination. Each challenge has taught me to be exceptionally flexible and adaptive, building an expansive skillset that spans strategic leadership, technical proficiency, and operational excellence.

SNAPSHOT

2015 – Present | Troopster Donation Corp

Founder & Chief Executive Officer

2011 – 2018 | United States Navy

Mass Communications – Navy Public Affairs

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2020 - 2021 | William & Mary – Mason School of Business

Executive MBA, Business Administration and Management

Multiple | Defense Information School

2015 – Digital Multimedia and Graphic Design

2011 – Mass Communications / Media Affairs Studies

2006 – 2011 | Ball State University

Bachelor of Science – Public Relations, Advertising and Applied Communications

2008 | University of Strathclyde

Study Abroad - Marketing

EXPERIENCE

Sep 2015 – Present

Troopster Donation Corp

Founder & Chief Executive Officer

Pioneered the development of a personalized military packaging service, Troopster.com, that has successfully supported more than 68,000 U.S. service members across more than 22 countries worldwide.

Strategic Leadership & Business Development

- Provide strategic direction and oversight for organizational growth, achieving 7% increase in corporate partnerships and 45% year-over-year revenue growth
- Led strategic initiatives to develop data-driven partner proposals, securing collaborations with Fortune 500 companies including Microsoft, Jersey Mike's Subs, QTS Data Centers, and Duke Cannon
- Champion and coordinate 164+ in-person events valued at \$580K+ annually across 9 states with 7,500+ volunteers nationally

Operations & Financial Management

- Manage comprehensive project budgets exceeding \$600K annually, including breakeven analysis, budget forecasting, variance tracking, and profit/loss reconciliation using Excel and QuickBooks
- Implemented warehouse management system (SkuVault) that increased efficiency in product sales, inventory forecasting, and tracking for 200K+ product inventory
- Track and monitor critical operational process control points for purchase order alignment and project scope management
- Export, analyze, and visualize datasets from multiple business applications including warehouse management systems, CRM platforms, and financial software

Marketing & Brand Development

- Designed cross-functional, multi-media assets including press kits, brand guides, business plans, and digital materials that increased brand awareness 23% among key demographics
- Produced 75+ in-house press releases, conducted on-air interviews, and maintained multi-state media correspondent relationships
- Implemented marketing research and strategies resulting in 29% annual traffic increase and sustained manual reach of 40,000+ consumers

Process Improvement & Quality Management

- Created comprehensive knowledge base and standard operating procedures using Confluence platform, improving operational efficiency and training effectiveness

- Developed risk management documentation and mitigation strategies based on operational data analysis
- Built quality control processes for critical operational functions including requisitions and service management
- Generate performance analytics reports and executive-level presentations for leadership and stakeholder partners

Partnership & Vendor Management

- Negotiate and manage relationships with 50+ third-party vendors and corporate partners, evaluating performance through data analysis, pricing optimization, and service level assessment
- Coordinate complex logistics and service delivery across multiple vendor relationships, ensuring alignment with project scopes and budget constraints
- Collaborate with internal teams and external partners to optimize end-to-end operational processes

2019

DAV Patriot Boot Camp Aug 2019 - Aug 2019 (1 month) 3-Day Boot Camp

PBC's core program is an intensive 3-day technology entrepreneurship boot camp modeled after the Techstars accelerator to provide educational training and 1:1 mentoring to inspire and advance startup founders. PBC runs this program twice per year, in unique locations, for cohorts of 50 tech entrepreneurs.

2018

Inaugural Cohort - 757 Accelerator, Hampton Road

757 Accelerate is a 3-month selective startup accelerator program providing founders with capital, connections, and customers

2011 - 2018

United States Navy – Navy Public Affairs

Mass Communication Specialist

COMOPTEVFOR | 2015 – 2018

Media Department Manager

U.S. Navy Mass Communication Specialist and Public Affairs liaison. Led team operations producing and promoting information relating to naval operations across multiple commands

- Maintained accountability for 3,000+ media assets with comprehensive inventory tracking and

management systems.

- Developed internal and external messaging necessary for command function. Instituted and cultivated social media presence and tone.
- Implemented internal and external communication processes and standard operating procedures
- Coordinated cross-functional project delivery between Navy, Marine Corps, and international military units
- COTF ALPO enforcing positive command media placement with stories/photos supporting the Navy's PA/VI mission having produced high quality, and immediate visual media.
- Extracurriculars:
 - Junior Enlisted Association Vice President
 - PAO for Command Morale, Welfare and Recreation
 - Command Assistant Volunteer Coordinator

Navy Public Affairs Support Element | 2012 – 2015

During my military service I deployed multiple times across 13 countries, nine naval platforms and with various squadrons and divisions in service of mass communication operations, development and implementation.

Multi-Command Operations & Analytics

- SEA Operations Deployments: Led public affairs teams aboard USS Ronald Reagan (CVN 76), USS Arlington (LPD 24), USS Carter Hall (LSD 50), USS Kearsarge (LHD 3), and USS Tortuga (LSD 46)
- International Operations: Coordinated joint operations and stakeholder communication with Royal Egyptian Army, UAE Army, Colombian officials, Greek officials, and Royal Omani Army
- Performance Metrics & Reporting: Managed production quotas and performance tracking (3 stories/week, 18 photos/week), consistently exceeded targets with 350+ images released, 70+ published on Navy.mil
- Team Leadership: Managed teams of 20+ multimedia specialists for base and regional media support operations
- Process Improvement: Initiated Junior Enlisted Association aboard USS Carter Hall, coordinating family welfare programs and improving morale through systematic communication processes

2015 – Media Supply – Lead Manager

- As 2nd Class Petty Officer, managed First Class Supply LPO responsibilities for inventory valued at \$3.2M+
- Maintained comprehensive asset tracking and accountability procedures for 1,500+ media assets
- Developed reporting processes and performance metrics for senior leadership review
- Implemented quality control measures for high-value equipment and supply chain management

2014 – SEA OP DET Public Affairs / Media Lead Petty Officer

USS RONALD REAGAN (CVN 76) & USS ARLINGTON (LPD 24)

- NPASE SEA OP DET LPO aboard the USS Ronald Reagan (CVN 76) during the Rim of the Pacific international exercise, where I led a team of MCs to release 125 photos, 2 videos and 3 stories.
- SEA OP DET LPO for 21st International Sea Power Symposium, a forum for senior international naval leaders to discuss common maritime security cooperation.
- Led a team to release 10 national news stories, 30 published imagery and two multimedia pieces maximizing global reach of the Navy story.

BOLD ALLIGATOR - BAJA CALIFORNIA (PO-162)

- Independently deployed aboard Mexican ally ship, Oaxaca class patrol vessel, ARM Baja California (PO-162) for international cooperative; Acting SEO DET LPO for the Amphibious ARG during exercise Bold Alligator 14, taking 1,145 images and releasing 32 to navy.mil, dvids hub, and local distribution.
- Imagery 110 released, 12 video, 6 story, and 7,162 other projects

NPASE (SHORE) Public Affairs / Media Lead Petty Officer

- Managed team of 20 multi-media specialists for base and local media support to appropriately cover and release of newsworthy information: deployment arrivals and departures, base broadcasts, multimedia projects, PA/VI missions
- NPASE MWR volunteering more than 100 off-duty hours to various organizations showcasing devotion to the community and promoting a positive Navy influence within Hampton Roads area.

2013 - NPASE (SEA) Public Affairs / Media Lead Petty Officer

USS CARTER HALL (LSD 50) & USS KEARSARGE (LHD 3)

- Training Unit Exercise aboard the amphibious dock landing ship USS CARTER HALL (LSD 50) and 26th Marine Expeditionary Unit. Worked with the CTH Visit, Board, Search and Seizure Team (VBSS). Captured more than 12,000 images.
- Independently deployed aboard the amphibious dock landing ship USS Carter Hall (LSD 50) in support of the USS KEARSARGE (LHD 3), Amphibious Readiness Group (KSG ARG) to the fifth fleet area of responsibility is support of maritime security and theater cooperation.
- Worked jointly with the Royal Egyptian Army, United Arab Emirates Army, international relations with Columbian officials; International relation with Greece official; Royal Omani Army.
- Helped to initiate the Junior Enlisted Association (JEA) aboard USS Carter Hall. Coordinated family welfare and shipboard support – delivering a compilation of photos to families of deceased military members who were put to rest with honors at sea.

- Built family and shipboard morale and communication by the founding, designing and maintaining of USS Carter Hall Facebook page.
- Released 108 Carter Hall images to various outlets such as DVIDSHub, Navy.mil and the Flagship Newspaper. 26 Stories; 15 videos | USS KEARSARGE – 172 Images Released. 8 videos, 5 stories, 10 illustrations. Designed the official CPR 4 Belt Buckle and Navy Logo

2012 - NPASE (SEA) – Multi-Media Specialist

USS TORTUGA (LSD 46)

- Reported photos and stories of behalf of Amphibious Squadron Eleven, 31st Marine Expeditionary Unit as well as with the Japanese Military during joint operations for PHIBLEX.
- Released more than 350 images to various news outlets. More than 70 images published on navy.mil, and 40 published across the U.S. 7th Fleet and U.S. Pacific Fleet.
- Initiated goodwill and morale stories. Organized MWR images and stories with USS Tortuga MWR coordinator. Events included helping children at the Helping Hands Healing Hearts facility in the Philippines and field events with Sailors and Marines in Malaysia.
- Captured more than 10,000 images of Sailors and Marines from the 31st Marine Expeditionary Unit (MEU) participating in beach raids, boat operations, PHIBLEX, joint maritime operation, community relations projects and Morale, Welfare and Recreation (MWR) events.
- More than 25 news stories covering shipboard exercises, 15 Fleet hometown news releases that helped to build the morale of the crew as well as that of their family support networks back home. During this time I was responsible for maintaining a quota of three stories a week, 18 publishable photos a week, covering Amphibious Squadron Eleven and USS Tortuga. I gained an insight into the duties and responsibilities of an independent mass communication specialist while also playing a part in ship board responsibilities, drills, exercises, MWR events, enlistments, ceremonies and the general social media needs of the Navy, ship and crew.

EDUCATION

Master of Business Administration

William & Mary - Raymond A. Mason School of Business | 2021

- Management Training: "Transitioning from Manager to Leader" & "Managing Up, Down, and Across the Organization"

Digital Multimedia

Defense Information School | 2015

- Certificate of Illustrator Professional, U.S. Apprenticeship Program
- Emphasis in Public Relations and Applied Communication

Bachelor of Science in Advertising

Ball State University | 2011

TECHNICAL PROFICIENCIES

- Advanced Excel Skills: Pivot Tables, VLOOKUP, Complex Formulas, IF/ELSE Statements, Data Visualization, Chart Creation, Budget Modeling
- CRM & Business Applications: HubSpot (Proficient), Salesforce, QuickBooks, SkuVault WMS, ServiceNow (Familiar)
- Analytics & Visualization: Tableau, Google Analytics, advanced Excel (Pivot Tables, VLOOKUP, complex formulas, budget modeling)
- Process Management: Confluence, Scribe, Risk Management Documentation, SOP Development, Quality Control Implementation
- Project Management Tools: Monday.com, Asana, Trello, Confluence
- Database Management: Airtable, Microsoft Office Suite, dataset analysis and reporting
- Financial Management: \$1M+ annual project budgets, variance analysis, budget reconciliation
- Inventory Operations: 200K+ product inventory management with WMS implementation improving sales and forecasting efficiency
- Process Optimization: SOP development, risk management documentation, quality control implementation
- Stakeholder Management: Vendor relations, cross-functional team leadership, Fortune 500 executive presentations

KEY ACHIEVEMENTS

2024 | National Veteran Entrepreneur of the Year - U.S. Forces in Business Award

2019 | Still Serving Honoree – Innovator of the Year – CoVA Business Award

2018 | Microsoft Empower Possibility Award

2018 | Veteran Small Business – Person of the Year Award

REFERENCES

Available upon request