

# CHELSEA MANDELLO

## PROFILE

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Entrepreneur, Marketer, and Product manager. 10+ years' experience Public Affairs

## CONTACT

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## SKILLS

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Adobe CC

- Illustrator

- InDesign

- Photoshop

- Premiere

Air table

Analytics

Atlassian

AP Style & Formatting

Brand Development

Canva

Cision

CMS Platforms

Communication

Community Outreach

Ecommerce

Graphic Design

Google Analytics

Jira

KPI Tracking

Marketing

Microsoft Office

Product Design

Project Management

Software

Public Speaking

Slack

Social Media Marketing

Supply Chain Management

Tableau

Web & ios Design

## CERTIFICATES

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Certified Illustrator Professional  
(3,600 Hours)

## EXPERIENCE

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### Troopster Donation Corp

Sep 2015 - Present

#### Chief Executive Officer

- Pioneered the development of a personalized military packaging service, [Troopster.com](https://www.troopster.com), that successfully reached more than 42,000 U.S. service members across more than 62 countries worldwide.
- Provide strategic direction and oversight for the overall growth and development of the organization. Increased corporate partnership by 7% and generated a 45% year-over-year revenue growth.
- Led strategic initiatives to research and design key partner proposals that furthered the collaboration of Troopster with companies such as Microsoft, Jersey Mike's Subs, QTS Data Centers, and Duke Cannon.
- Championed, and coordinated corporate events at more than \$200,000 annually. Led 112 in-person events, with more than 5,400 volunteers nationally across nine states.
- Identified, adopted, and integrated WMS software into business operations that increased efficiency of product sales, inventory forecasting, inventory management, and product tracking.

#### Marketing, Branding, Media Relations & Mass Communication

- Designed cross-functional, multi-media assets, to include press kits, brand guides, business plans, presentations, as well as print and digital materials that further increased brand awareness.
- Produced more than 75 in-house press releases. Conducted on-air interviews with local media. Maintained local media relations and multi-state media correspondents.
- Conducted market research and implemented marketing efforts that resulted in increased traffic 29% annually and sustains a manual reach of more than 40,000+ consumers.
- Utilized experience in **marketing**, graphic design, and advertising to develop a strategic, multi-media corporate **branding** strategy that resulted in a 23% growth of brand recognition among key demographic users.

### U.S. Navy | Mass Communication Specialist

Aug. 2011 – 2018

#### COMOPTEVFOR | 2015 – 2018

#### Media Department Manager

- U.S. Navy Mass Communication Specialist and Public Affairs liaison. Managed team to produce and promote information relating to naval operations.
- 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.

- Maintained more than 3,000 mass media assets. Developed internal and external messaging necessary for command function. Instituted and cultivated social media presence and tone.
- Junior Enlisted Association Vice President, PAO for Command MWR, Command Assistant Volunteer Coordinator.

### **NAVY PUBLIC AFFAIRS SUPPORT ELEMENT | 2012 – 2015**

#### Media Supply Lead Petty Officer | 2015

- As a 2nd Class Petty officer, filled the role of a First Class Supply LPO position. Responsible and professionally charged with maintaining an inventory of more than 1,500 media assets valued at more than \$3.2 million.

#### SEA OP DET Public Affairs / Media Lead Petty Officer | 2014

### **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 Seapower 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, dvidshub, and local distribution.
- Imagery 110 released, 12 video, 6 story, and 7,162 other projects

#### NPASE (SHORE) Public Affairs / Media Lead Petty Officer | 2013 - 2014

- 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.

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

### **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

NPASE (SEA) – Multi-Media Specialist | 2012

### **USS TORTUGA (LSD 46)**

- Reported photos and stories of behalf of Amphibious Squadron Eleven, 31<sup>st</sup> 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. 7<sup>th</sup> 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 31<sup>st</sup> 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**

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### **William & Mary – Raymond A. Mason School of Business**

Executive MBA, Business Administration and Management

2020 - 2021

### **Defense Information School**

Digital Multimedia Accreditation, Graphic Design

2015 – 2015

- DMC provides intermediate training in the knowledge and skills needed to create, and integrate text, graphics, sound, animation, and full-motion video.
- Student, and class leader, for 32 students as well as Team Lead for final course project.

Mass Communication/Media Studies

2011 – 2011

### **Ball State University**

Bachelor's Degree, Public Relations, Advertising, and Applied Communication