

# CHELSEA BANKS

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## PROFILE

An ambitious and dedicated strategist with experience leading and motivating teams as well as thinking outside of the box to make solutions. Loves finding insights from working with people that result in effective communication. Willing to provide and receive feedback for the greater good of the work environment.



## EXPERIENCE

### Associate Store Manager

*Madewell, J. Crew Group, Inc., August 2015 - Present*

Creates innovative solutions to drive business and results while maintaining a strong sense of customer focus. Fosters collaboration through specific and appropriate feedback. Motivates the team by creating an energized, welcoming atmosphere and facilitating necessary training and development resources.

### Brand Manager

*As Told By: OKC, August 2015 - Present*

Implements strategic and unique ideas utilizing digital platforms for ATB:OKC and other local businesses. Constantly evaluates relevancy and timeliness of content to produce a high-quality digital story-telling experience. Maintains consistency visual presence and voice of the brand.

### In-Store Guest Trainer, Specialist

*Apple, Inc., July 2011 - August 2015*

Consistently delivered quality interactions in a fast-paced, high-stress environment. Communicated effectively with varying types of individuals, allowing for strong relationships among the team. Utilized refined decision making skills and interpersonal savvy to delegate and prioritize tasks. Worked with strict deadlines while managing multiple assignments related to internal training and facilitation.

### Freelance Designer

*May 2014 - Present*

Creates logos and other branding material for local businesses.



## EDUCATION

### University of Oklahoma

BA in Journalism, major in Advertising;  
minor in General Business

### Associate Creative Director, NSAC Best Presenter - District 10, 2nd place campaign - District 10

*Paratus Advertising and PR, January 2014 - May 2014*

Created and developed visuals and strategy for an integrated campaign designed for Mary Kay Cosmetics and the National Student Advertising Competition. Partnered with Creative Director and Account Supervisor to ensure delegation and completion of tasks. Co-led presentation of strategy and individually won the judges' award for Best Presenter during competition.

### Graphic Design Intern

*Women's Outreach Center, August 2013 - May 2014*

Designed creative and unique print materials and other collateral for the promotion of Women's Outreach Center events and campaigns on campus.

### Creative Intern

*Lindsey + Asp Advertising & PR, January 2013 - May 2013*

Worked in a small agency environment to produce advertising and branding materials for local clients.