

Chelsea Hunersen

(914) 400-5577 • chunersen@gmail.com • linkedin.com/in/chunersen
Citizenships: USA & Germany

Work Experience

LIVE NATION – Salt Lake City, UT

May 2023 – Present

Event Staff

- Manage flow of guests for 20k+ person venue: checking tickets, handle guest escalations with positive attitude
- Assist in setup and takedown of venue, lifting heavy objects and carrying to destination
- Perform security duties including bag checks and metal detector checks

QUALTRICS – Salt Lake City, UT

Manager, Social Media Team (Head of Global Social Media)

Apr 2022 – Present

- Develop relationships with external agencies, including RFI / selection, scope design, research, and brief writing
- Built & manage a social team including hiring & development of FTE & freelancers, and management of over \$100k budget for 80% growth in social impressions (to >9M in 2022) & >250k growth in followers across channels
- Launched & grew TikTok channel including developing strategy, paid campaigns & agency work to >28k followers
- Grew social media presence for Breakthrough Builders podcast to increase listeners and subscribers
- Created an influencer partner program to drive pipeline and a 48% decrease in CPL
- Lead Global Women's ERG managing over 40 leaders over 4 continents, and program budget for >1k members

Senior Marketing Analyst, Social Media

Nov 2017 – Mar 2022

- Managed day-to-day calendar across channels growing five major social networks to audience of 352k+ followers
- Built executive social presence growing Twitter account (342% follower growth) & managing their LinkedIn profiles
- Drove event strategy for X4 event (14,000+ attendees) including content capture, monitoring, and promotion
- Designed employee advocacy program including tool implementation/training with 35% of company activated
- Created and managed company social media onboarding training for over 3,500 employees

HUBSPOT – Cambridge, MA

Marketing Manager, Social Media

Apr 2016 – Jun 2017

Associate Marketing Manager, Social Media

Feb 2015 – Mar 2016

- Led social strategy and management of 40+ volunteer team for 18,000+ person event, INBOUND
- Built social video org including ideation, production, and distribution to ensure >20% growth in views M/M
- Oversaw paid social budget and campaigns with goals of increasing demand generation & brand awareness
- Manage day-to-day editorial calendar for corporate social accounts, including content strategy and creation

Senior Support Engineer, Team Lead

May 2014 – Feb 2015

Support Engineer

Jun 2013 – May 2014

- Led a team of 2 members ensuring quantity and quality metrics were met during the first 9 months of the job
- Onboarded + trained new team members using on-the-job coaching, presentations, and 1-1 mentoring
- Grew @HubSpotSupport by coordinating with stakeholders (product, marketing, support) & content strategy
- Resolve 15+ technical customer cases a day while maintaining consistently high NPS

Speaking

INBOUND 2016 (Boston, MA); Content Marketing World 2016 (Cleveland, OH); Printemps Des Reseaux Sociaux 2017 (QB, Canada); HubSpot User Group (Chicago, IL; Detroit, MI; Kansas City, KS; Stamford, CT; San Antonio, TX)

Education

Northwestern University—Evanston, IL

March 2020

M.S. Integrated Marketing Communications

University of Michigan—Ann Arbor, MI

April 2012

B.A. International Studies, B.A. Political Science

Honors Program

Skills and Certifications

- Awards - HUBSPOT: Marketing Dept Champion (Nov 2015) & Support Achievement Recognition (Q1 2014)
- Software - Sprout Social, Later, Adobe (Illustrator, Photoshop), Canva, Google Analytics, HubSpot, Salesforce