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CHELBY BIRDWELL

Marketing and Content Specialist

A communications professional with a flair for creating compelling content through storytelling. Expertise in design and writing, crisis communication, public relations, social media content curation, marketing campaigns, search engine optimization, and paid advertising.

EDUCATION

BACHELOR OF BEHAVIORAL SCIENCE

Communications

Public Relations & Advertising

Hardin-Simmons University

Abilene, Texas

WEB CONTENT DEVELOPER

2022-Present

EXPERIENCE

State of Connecticut / Hartford, Connecticut

- Content lead for award-winning digital government transformation, including health, education, social programs, and other state services
- Author and auditor for website content, knowledge base articles, chatbots, and landing pages
- Create data-based content and site architecture focused on UX/CX design; map user journeys
- Work cross-functionally in an agile method, collaborating with research and development teams

SKILLS

SOCIAL MEDIA

GRAPHIC DESIGN

GOOGLE ADS CERTIFICATION

ADOBE ILLUSTRATOR

ADOBE PHOTOSHOP

ADOBE INDESIGN

WEB DESIGN

COPYWRITING

EDITING

SITECORE

WORDPRESS

JIRA

CONFLUENCE

SALESFORCE

WRIKE

CANVA

ASANA

GOOGLE ANALYTICS

OWNER, MARKETING CONTENT DIRECTOR

2020-Present

Smart Mouth Marketing / Dallas, Texas

- Copywriter, social media manager, content creator, and marketing consultant for Fortune 500 companies and organizations of all sizes across health care, telecom, finance, gaming, SaaS, and other industries.
- Client list includes: CommScope, Vecima Networks, RepScrubs, GI Alliance, Golden Whale Marketing, The Simons Group, Desert Diamond Sports, and more.

STRATEGIC MARKETING COMMUNICATIONS SPECIALIST

2013-2022

Hunt Regional Healthcare / Greenville, Texas

- Conceptualized and executed marketing campaigns for service lines, non-profit foundation, and physician groups
- Provided graphic design and video creation services; generated press releases, ad copy, and marketing collateral; responsible for design, content, and editing of quarterly magazine distributed to over 20,000 households
- Developed static and dynamic PPC ads; wrote copy for e-books, landing pages, social media, and other mediums
- Negotiated an \$18,000 reduction in SEO vendor fee; introduced new organization-wide system to streamline marketing requests
- Implemented re-design of website leading to a 1829% increase in web traffic
- Served as chief social media communicator with a 1113% increase in Facebook followers



MORE SKILLS

CRISIS COMMUNICATION

PROJECT MANAGEMENT

PPC ADS

LEADERSHIP

VIDEO EDITING

CREATIVITY

BUDGETING

AGILE METHODOLOGY

SCRUM

MIRO

MAILCHIMP

CONSTANT CONTACT

HOOTSUITE

BUFFER

TEAMS

SLACK

ZOOM

SPROUT SOCIAL

PUBLIC
INFORMATION
OFFICER
2009-2013

HOMETOWN
NEWS
COORDINATOR
2008-2009

EXPERIENCE

Krum Independent School District / Krum, Texas

- Served as chief communicator for rapidly growing school district; directed public and media relations through a period of 26% growth
- Communications advisor to administrators and board members; district spokesperson and liaison to top civic and industry leaders
- Responsible for photography, graphic design, publications, and in-house print shop as well as design and maintenance of district website
- Pioneered a social media platform as content editor and gatekeeper, encouraging student and population growth and engagement
- 501(c)(3) founding director and formation committee officer

Hardin-Simmons University / Abilene, Texas

- Composed creative marketing, news, and feature stories for HSU website; created content for university blog
- Measured and documented university media coverage and marketing attention
- Maintained relationships with news outlets across the nation and contacted affiliates regarding student successes

SELECT AWARDS

- Center for Digital Government's 2022 Category Awards A- ranking and third in the nation for IT leadership
- TSPRA "Best of Category" award for the best writing among Texas PR professionals
- Recipient of over 20 TSPRA Gold Star and Silver Star awards for web design, graphic design, photography, and writing
- Gold, Silver, and Bronze Aster Award Winner for excellence in healthcare advertising and writing
- eHealthcare Leadership Distinction Award for Best Site Design
- HSU Campbell-Lacy Creative Writer Award
- Recipient of multiple American Advertising Federation Addy Awards
- Story featured in the Range Rider, as requested by HSU Director of Publications
- Works published in the HSU Corral, an annual creative writing publication
- Article published in Next Step Magazine