

712 Trace Drive
Jackson, TN 38305

CHELSEIE KENWORTHY

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EMPLOYMENT

ASSIGNMENT MANAGER	WBBJ CHANNEL 7 EYEWITNESS NEWS	WINTER 2014-PRESENT
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- Locate and assign local stories throughout our viewer coverage.
- Plan and organize daily appointments, interviews and meetings.
- Manage several reporters, producers and photographers every day.
- Create detailed coverage plans for large events, breaking news and weekends.
- Conduct daily planning meetings.
- Maintain relationships with local agencies, public officials and the Jackson community.
- Help create, maintain and promote content on our website and social media accounts.

EMPLOYMENT

TELLER	BANCORPSOUTH JACKSON, TN	Winter 2014
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- Assist customers in monetary transactions.
- Perform withdrawals, deposits, money orders and credit card payments.
- Recommend different banking products to customers.
- Perform each transaction in a polite and respectful manner.

EMPLOYMENT

Student Volunteer	Hardeman County Literacy Council Bolivar, TN	Spring 2014
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- Create and launch actual public relations campaign to reconstruct the Council's name, image, and popularity.
- Employ the 10-step Planning Matrix to ensure marketing strategy success.
- Promote teambuilding properties by contributing as a member of a 10-person Marketing team.

EMPLOYMENT

EDITOR	CARDINAL & CREAM UNION UNIVERSITY'S STUDENT LEAD NEWSPAPER	2011 –2014
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- Locate stories appropriate for the sports section of the newspaper.
 - Present these stories to the editor-in-chief and advisor during budget meetings.
 - Assign stories to the paper's writing staff.
 - Manage the work of three to six writers, who author six to twelve stories every published issue.
 - Use the program InDesign to assemble the content for text, pictures, headings, and footers for each issue of the newspaper.
 - Lay out the physical copy of the newspaper using problem-solving skills.
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PREVIOUS EMPLOYMENT

Sales Associate	M & M Consignment, Jackson, TN	2011 - 2013
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- Influenced customer-buying decisions by communicating information about the quality, value and style of M & M Consignment inventory.
- Differentiated M & M Consignment product value from competitors.
- Assembled customer-specific clothes ensembles for clients.
- Conducted monetary transactions at the cash register, including balancing the cash drawer at the end of each shift I worked.
- Performed niche'-specific marketing functions by making extensive use of social media tools.
- Expanded the presence of M & M Consignment by modeling the store's products in VIP Magazine
- Conducted inventory-related projects regularly.
- Executed manager-level responsibilities by opening and closing the store.
- Solved problems for customers and attended to multiple customers in a fast-paced retail environment.
- Demonstrated a high degree of integrity in work ethic, including punctuality, attendance, and overall performance.
- Ensured customer satisfaction using available, store-specific means.

EMPLOYMENT

Desk Manager/ Camp Director	Sport Fit Athletics, St. Joseph, MI	2010-2013
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Desk Manager:

- Managed all aspects of the public relations component of Sport Fit Athletics, including use of social media tools.
- Conducted extensive marketing campaigns to bolster gym membership, including writing scripts for radio commercials and executing successful "cold calls" to area Human Resources Managers.
- Designed flyers regarding upcoming events for publicity for Sport Fit Athletics.
- Assisted with the facility's grand opening

Sports Camp Director:

- Provided direct supervision for up to twelve children (campers) daily.
 - Scheduled events, activities, and field trips, including detailed itineraries and pre-planned transportation with destinations daily.
 - Ordered necessary camp supplies within the constraints of a limited budget, consistently keeping expenditures within allotted budget.
 - Provided oversight for all monetary transactions between the children (campers) and Sport Fit Athletics camps.
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EDUCATION

Jackson, TN

Union University

Graduation Date May 2014

- Bachelor of Arts, Public Relations
- Minor, Political Science
- Prior Undergraduate coursework at Lake Michigan College and Ferris State University

Clubs and Organizations Affiliations

Public Relations Student Society of America (PRSSA): 2011-2014

Cardinal and Cream, Union University's student lead newspaper: 2011-2014

International Justice Mission (IJM)

Dream, Believe, Know It Foundation: 2010-2012

Barbizon Acting and Modeling School graduate: 2008

Skills

Microsoft Office Suite, including PowerPoint, and Word proficiency

Full working usage of the following programs:

- InDesign
- Basecamp
- Google.docs
- Google.drive
- Twitter
- Facebook
- Instagram
- Photoshop
- iMovie
- Final Cut Pro