

Chelsey Trahan

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Objective

Results-driven, award-winning communications professional with a decade of experience in media relations, storytelling, and strategic public relations. Seeking to leverage my expertise in crafting compelling narratives and innovative communication strategies to advance organizational goals.

Experience

Media Specialist

Metropolitan Transit Authority of Harris County

July 2022 – Present

- Produce, direct, and edit engaging video content to convey METRO's key messages and initiatives.
- Develop detailed press releases and newsletter articles to keep both internal and external audiences informed about current projects and achievements.
- Lead media event planning, managing various departments to advance new initiatives and secure favorable media coverage.
- Serve as a spokesperson, addressing media inquiries with accurate and timely information to maintain the organization's credibility and build public trust.
- Create talking points for executive leadership, ensuring alignment with company's mission, objectives, and stakeholders' interests.
- Manage crisis communications by crafting and delivering strategic messaging to minimize impact, preserve brand integrity, and sustain stakeholder confidence.
- Curate content for the intranet and employee communications, including company news, employee spotlights, departmental updates, and training resources.

Social Media Specialist

Metropolitan Transit Authority of Harris County

June 2021 – July 2022

- Developed and executed comprehensive social media strategies to increase brand visibility and engagement across multiple platforms.
- Created and managed content calendars to ensure timely, relevant posts that aligned with organization objectives.
- Engaged with customers through comments and messages to build community relationships and provide updates during emergencies.
- Analyzed social media metrics and performance data to refine strategies and optimize content effectiveness.
- Implemented engaging social media content strategies that drove audience interaction and increased overall engagement metrics.

Digital Communications Specialist

Clear Creek Independent School District

November 2019 – June 2021

- Oversaw digital media content strategies to enhance the CCISD brand and prominently showcase weekly student and staff achievements.
- Produced and edited high-quality video, photography, and news articles to spotlight CCISD programs and events.
- Collaborated with executive leadership to revamp and optimize school and district websites, ensuring precise and up-to-date information for students and parents.
- Implemented innovative marketing strategies to promote school initiatives and boost community engagement throughout the academic year.
- Designed and distributed e-newsletters, engaging internal and external stakeholders with timely updates to strengthen relationships.

- Distributed impactful press releases to build media relationships and secure extensive coverage for district programs and accomplishments.

Multimedia Journalist

Spectrum News Austin

October 2017 – November 2019

- Produced video content in a dynamic environment, specializing in shooting, writing, and editing to deliver accurate and engaging stories to audiences across Austin, San Antonio, and surrounding areas.
- Researched, communicated, and translated complex topics into clear, accessible information for thousands of viewers, both live on air and across social media platforms daily.
- Pitched impactful story ideas that resonate with target audiences, driving viewer engagement and interest.
- Created and managed stories and video content for the website, leveraging social media to boost web traffic and enhance viewership.
- Fostered relationships with public figures, government officials, and media professionals to generate and execute innovative and newsworthy coverage.

Multimedia Journalist, Anchor

KWES-TV

October 2015 – October 2017

- Forged and nurtured key relationships with public figures and city and county officials to generate innovative and impactful story ideas.
- Managed various departments while anchoring three high-profile weekend shows per week, consistently meeting stringent deadlines.
- Led a team of reporters, orchestrating innovative news coverage strategies to maximize audience engagement and boost viewership.
- Curated and disseminated content across the website and social media platforms with over 100,000 followers, effectively enhancing the TV station's brand presence.
- Swiftly responded to breaking news and crisis situations, utilizing live social media channels to deliver the most accurate and timely information.
- Delivered live, unscripted reports to thousands of viewers, ensuring clarity and precision in every broadcast.

Education

Purdue University

2022

Master of Science – Integrated Communication and Advertising

Relevant Coursework:

- Crisis Communication
- Strategic Public Relations
- Corporate Branding
- Integrated Marketing Communication
- Persuasive Communication

University of Houston

2015

Bachelor of Arts – Communications, Journalism

Skills & Competencies

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| ▪ Media Relations & Press Engagement | ▪ Graphic Design |
| ▪ Videography/Editing | ▪ Project Management |
| ▪ Photography | ▪ Internal Communications |
| ▪ Social Media Management | |
| ▪ Event Planning | |
| ▪ Copyediting | |
| ▪ Web Content Management | |