Chelsea Ellis

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PROFESSIONAL SUMMARY

Social media and community management professional with 4+ years of experience building engaged online communities for consumer and lifestyle brands. Skilled in Instagram, TikTok, and Facebook community engagement, creator partnerships, social listening, and brand voice development. Experienced managing communities for nationally recognized brands and multiple agency clients.

EXPERIENCE

Go Social **Denver, CO (Remote)**
Community Manager *September 2026-Current*

- Manage social media communities across multiple client accounts, responding to comments and direct messages while maintaining each brand's unique voice.
- Monitor social conversations, audience sentiment, and engagement opportunities across Instagram and Facebook.
- Collaborate with internal teams to support community engagement strategies and client objectives.
- Track community interactions and prepare engagement reports to evaluate performance and identify opportunities for improvement.

Dash Hair and Company **Atlanta, GA**
Social Media Manager & Content Creator (Contract) *August 2025-Current*

- Develop and publish external communications across Instagram and TikTok, translating business priorities, promotions, and services into audience-focused content.
- Plan and produce short-form content from concept through publication, including messaging, copywriting, filming, editing, and asset coordination.
- Monitor performance and customer feedback to inform strategy while collaborating with the business owner on campaigns, promotional communications, and brand messaging.

Nugget Comfort LLC **Butner, NC (Remote)**
Social Media Community Manager *May 2023-December 2025*

- Managed Instagram, Facebook, and TikTok community engagement for a nationally recognized consumer brand, maintaining a consistent and approachable brand voice.
- Increased monthly Instagram Story views by 100,000+ within three months through interactive polls, Q&As, behind-the-scenes content, and user-generated content.
- Helped build and launch an ambassador program by sourcing, vetting, onboarding, and supporting creators; tracked content and documented workflows.
- Managed user-generated content review and organization, coordinating reusable assets for social and marketing initiatives.
- Partnered with Creative, Marketing, Product, PR, and Customer Experience teams on campaigns, product launches, customer feedback, and community initiatives.

Go Social **Denver, CO (Remote)**
Community Manager *November 2021-October 2022*

- Managed community engagement across multiple client accounts, writing platform-specific responses and adapting to distinct brand voices.
- Monitored social conversations and emerging trends while balancing agency client priorities and deliverables.

EDUCATION

Kennesaw State University **Kennesaw, GA**
Bachelor of Science in Integrative Studies | Minors in Marketing and Psychology *May 2022*