

CHELSEA HANCOCK

Las Vegas, Nevada
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PROFESSIONAL SUMMARY

Marketing and PR manager with over 6 years of experience in cross-functional marketing and communications for global entertainment brands. A successful track record in executing 360 campaigns on budget while driving revenue goals, developing engaging and relevant content marketing plans, and generating national earned media value. A collaborative leader with a proven ability in forging strong relationships with partners and outside agencies and working cross-departmentally to achieve shared revenue goals.

PROFESSIONAL EXPERIENCE

Blue Man Group & Cirque du Soleil | Las Vegas, NV October 2017 – June 2020
Marketing & PR Manager

Managed and evaluated multichannel marketing strategies for traditional, digital, and social media. Approved all creative design and provided creative direction for all advertising, social content, collateral, and outgoing media. Executed and aligned social activations with PR initiatives to amplify the brand across online and offline media channels and garner earned media value and social engagement. Defined marketing goals and press KPIs and adapted new strategies in an ever-changing environment, as necessary.

- Collaborated with multiple departments and oversaw marketing tactics that generated over \$6.5 million in annual revenue through direct sales, digital media revenue, and promotions.
- Managed multimillion-dollar budget for the marketing and sales departments.
- Secured national appearances that included “Live with Kelly & Ryan” (2019), Life is Beautiful Festival (2017-2019), “Dancing with the Stars” (2018), and NBC Sports (2018) that garnered more than 1.5 billion impressions between 2017 and 2019.
- Led and managed marketing team and experiential marketing programs such as backstage tours, VIP experiences, brand ambassadors, and street team.

MGM Resorts International | Las Vegas, NV March – October 2017
Advertising Manager | Corporate Entertainment

Managed creative and advertising for all artists, shows, and sporting events at T-Mobile Arena, Park Theater, MGM Grand Garden Arena, MGM Resorts outdoor festival lots, and other entertainment venues. Supervised project load and workflow across multiple designers and other internal agency departments.

- Conceived and led internal entertainment advertising team that consisted of five direct reports to support the Corporate Entertainment department and their brand verticals.
- Executed and project managed all advertising and marketing obligations outlined within artist riders and promoter contracts.
- Developed best advertising practices in collaboration with Corporate Entertainment department to elevate MGM Resorts entertainment across the Las Vegas market.

Marketing Coordinator

Managed all design requests and promotional assets for marketing and sales departments. Orchestrated out-of-home and in-market media buys with media agency. Collaborated with PR agency on exclusive press related events, reviewed local and national PR opportunities, and coordinated show invites for various media outlets.

- Assisted in relaunching the show at a new theater location with a rebranded multichannel campaign in just six months.
- Launched 25th Anniversary campaign initiatives that included the receiving of a key to the Las Vegas Strip presented by the Nevada State Commissioner and a Proclamation declared by the Nevada State Governor.

CORE COMPETENCIES

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- Brand Management
 - Leadership & Team Building
 - Project Management
 - Media & PR Strategy
 - Strategic Planning & Execution
 - Partnerships & Promotions

CERTIFICATIONS

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- **The Fundamentals of Digital Marketing** | Google Digital Garage | August 2020
 - **Google Analytics IQ** | Google Analytics Academy | November 2020

EDUCATION

University of Nevada, Las Vegas

May 2014

- Bachelor of Arts | Journalism and Media Studies – Integrated Marketing Communications
- Minor | Entertainment Management