

Chelsea Runacres

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EDUCATION

Trinity University | San Antonio, TX
Bachelors of Arts in English

Aug '14 - May '18

WORK EXPERIENCE

Trainer, Bookkeeper **Novella Farms** | Redmond, WA

June '18 - Present

- Manage daily operations: equine medical care, nutrition, injury prevention and rehabilitation
- Organize schedule for client base of 40+ people and horses; communicate with vets/farriers
- Maintain fitness and training of all horses, design tailored client training programs
- Travel May – Oct on the show circuit from Canada to California competing and coaching
- Implemented automated invoicing system using Quickbooks, organized client data
- Answer client queries, resolve billing disputes, collect outstanding payments

Listing Agent, The Results Team, **Keller Williams** | Seattle Area, WA Oct '20 - March '20

- Nurtured existing clients and new leads, met with potential sellers to gain business for the team while tracking personal conversion rates
- Developed on-boarding and extended training system implemented with subsequent hires
- Prepped, marketed, and launched residential listings (average list price: \$855,000)
- Negotiated contracts to reach win-win situations that benefited clients
- Tracked trends to maintain expert knowledge of local and national housing market
- Certified in Keller Williams leadership training & talent acquisition method: Career Visioning

Social Media Marketing Intern, **Airroosti** | San Antonio, TX

Feb '18 - June '18

- Monitored online presence, creatively engaged with followers across social media platforms while following strict HIPAA regulations
- Aided with content creation; wrote copy for blog posts, captions, and tweets
- Utilized content tools HootSuite, WordPress, and Google Analytics to promote SEO
- Lead media coverage of company-sponsored team at Crossfit Regional Finals in Utah

Public Relations Intern, **GreenRubino** | Seattle, WA

May '16 - Aug '16

- Researched industry trends to identify areas for focused marketing
- Wrote client pitches, recapped coverage, tracked weekly metrics, crafted quarterly reports
- Corresponded directly with journalists and reporters to promote client exposure

COLLEGE INVOLVEMENT

Captain, **Trinity Equestrian Team**, 3 years

Sophomore - Senior Yrs

- Established and ran a yearly budget, successfully campaigned for a 40% funding increase from the Athletic Department
- Planned fundraising activities, community outreach, and volunteer initiatives to broaden the team's influence on campus and throughout the community
- Competed in 2018 National finals

Student Member, **Trinity Distinguished Representatives**

Freshman - Senior Yrs

- Consistently spoke on panels for prospective student families (audiences of 150+)
- Met and worked with college counselors from around the country to expand Trinity's reputation nation-wide
- Hosted visiting admitted students for overnight tours to showcase the Trinity experience