

Chelsea Collison

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Education

Master of Arts, Museum Studies, 2017, Johns Hopkins University, Baltimore, MD
Bachelor of Arts, Anthropology, 2011, University of Florida, Gainesville, FL

Digital Marketing and Fundraising Certificate, Nonprofit Tech for Good
A to Z in Grant Writing Certificate, Santa Fe College

Summary of Skills

- Specialisation in using engagement strategies and community partnership-building to increase public awareness, appreciation, and curiosity for heritage, history, and nature.
- Experience using a range of virtual communication platforms to host and support learning and engagement programmes including Mailchimp, Survey Monkey, Hootsuite, WordPress, Facebook, Twitter, Instagram, LinkedIn, YouTube, Constant Contact, Network for Good, Outlook Suite, Google Workspace, Zoom Video Webinars, Teams Webinars, and Eventbrite.
- Experience using a range of creative content services (including Canva, Microsoft Publisher, and Adobe Creative Suite) to design engaging educational resources, lesson plans, and activities for schools and communities.

Experience

The Royal Parks, Community Learning Officer, March 2022 - October 2022

- Provided project management of activities and small events through the coordination of people, materials and learning resources to ensure timely and cost-effective programme delivery.
- Coordinated Discovery Days family activities during school half-terms and holidays for up to 600 people per week.
- Organised and delivered 2-6 monthly adult walking tours per month.
- Contributed to planning the community programme annual calendar.
- Coordinated work experience opportunities for young people.
- Created and updated risk assessments, and proactively monitored health and safety across all activities.

Florida Trail Association, Communications & Outreach Manager, March 2021 - March 2022

- Developed an integrated content calendar and utilised Hootsuite and Constant Contact to efficiently implement communication campaigns across digital and print media channels.
- Utilised Adobe Creative Suite and Canva to design daily social media graphics and messaging.
- Managed the content creation, copy editing process, and publication of the quarterly magazine sent digitally and physically to over 4,000 members.
- Updated ongoing changes to the organisation WordPress site and served as the primary content editor during transition to a new website platform. Designed new pages and posts to keep volunteers up to date on current happenings.
- Managed and migrated the volunteer database to a new hosting platform.

- Responsible for all internal volunteer communication, training, and certifications.
- Ensured volunteer and organisational events were well advertised, coordinated, engaging and rewarding.
- Worked closely without outside suppliers such as independent graphic designers and publication printing companies.

Florida Museum of Natural History (University of Florida), Museum Educator, December 2015 - March 2021

- Developed and implemented small and large-scale public programs for diverse audiences including in-person and virtual trainings, lectures, workshops, camps, and family-style festivals with 2,000+ attendees.
- Liaised with colleagues from other parts of the University of Florida departments and external professional networks to codeliver learning sessions, lectures, and workshops.
- Worked cross-departmentally with marketing, communications, and in-house designers to develop successful marketing campaigns to reach new audiences including schools, community groups, and the general public.
- Supervised up to 6 to 8 in-person and virtual interns per year via professional training, individual project management, and scheduling.
- Conducted post-program evaluations to develop new, data-backed methods of improving participant experience and learning. Distributed information via reports to staff, administration, and grant-funding agencies.
- Developed science learning programs to reach broader audiences while building partnerships with nonprofits, community groups, businesses, public schools, and universities.
- Received National Endowment for the Arts grant to co-develop science literacy programming with the Alachua County Library District including a 60-page activity book distributed to underfunded after-school programmes.
- Created lesson plans to match curriculum standards for hands-on, object-oriented learning experiences for children in school, after-school, and camp settings.
- Engaged students in afterschool activities, taught summer and day camps (both in-person and virtual) and led museum tours for children ages 6-12.

Gainesville Girls Rock Camp, Board Member, January 2021 - March 2022

- Served as a board member assisting in the planning and implementation of the annual camp serving 12-17-year-olds that uses artistic performance to encourage self-esteem, community, and self-expression in girls and gender-expansive youth.

Guts & Glory GNV, Production Volunteer, September 2017- December 2021

- Assisted in planning and production of live, in-person storytelling events to a community audience through the management of ticket sales, venue setup, and speaker recruitment.
- Organised a series of storytelling events in collaboration with University of Florida researchers to connect and build trust in scientists via live performances of true, personal, stories.

Hippodrome Theatre, Art Gallery Curator, January 2015- January 2016

- Curated and installed exhibits to showcase over 30 local artists in a 12-month period while managing the inventory, sales, and artist commissions for all participating artists.
- Coordinated with local artists, arts organisations and community partners to participate in monthly city-wide events.

Alachua Conservation Trust, Office Manager, June 2015- December 2015

Girl Museum, Educational and Curatorial Intern, 2014

Rock the Earth, Outreach and Education, Intern, 2012

Voices for Biodiversity, Outreach/Grant Writing, Intern, 2011 - 2013

City of Gainesville, Department of Cultural Affairs Intern, 2009 - 2011