

# Chelsi Baker

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ChelsiBaker.com

## Education

### **West Virginia University** **DBA, 2026**

Doctorate of Business Administration,  
emphasis in Marketing

### **MS, 2020**

Integrated Marketing Communications

### **BS, 2012**

Journalism

Digital Proficiency Certificate

Minor in Women's & Gender Studies

*P.I. Reed School of Journalism*

*Top Overall Scholar*

*WVU Top Scholar in Journalism*

## Skills

### **Content**

social media

ghost writing

feature stories

news releases & media pitches

content planning & strategy

crisis communication

Adobe Creative Suite

newsletters

print design

### **Digital**

digital strategy

social media management

web content management

direct email

analytics

paid social

SEO

### **Photo and Video**

DSLR photo & video

smartphone photo & video

studio photo & video

360-degree photo & video

live TV & live streams

portraits

events

sports

## Experience

### **Director of Marketing and Communications**

*West Virginia University Eberly College of Arts and Sciences*

Plans, creates and executes marketing and communications campaigns that support Eberly College's branding, recruitment and development efforts; Produces print and digital materials that further Eberly's reputation among its internal and external audiences, including news releases, media pitches, marketing materials, event programs, an alumni magazine, social media, newsletters and digital information stations; Collaborates with other WVU offices to execute coordinated communications efforts that promote students, faculty and research initiatives; Provides photo, video and ghost writing services. Develops website strategy. Manages departmental and college websites.

### **Communications Specialist**

*West Virginia University College of Law*

Planned, created and distributed multimedia content to tell the law school's story, advance recruitment efforts and grow its relationship with multiple audiences; Engaged daily with more than 6,500 social media followers on multiple platforms; Served as creative and strategic consultant for print and digital publications including emails, newsletters, magazines and annual reports; Consulted with faculty, staff and students working on communications or media-related projects.

### **Public Communications Manager**

*City of Morgantown*

Developed and executed integrated communications plans using paid, earned and owned media; Managed written and visual content for the City of Morgantown and Morgantown Municipal Airport websites; Planned, promoted and executed events; Produced live televised municipal meetings and managed programming for the Local Government Access TV channel; Supervised a staff of videographers; Secured updates to TV broadcast equipment that improved production quality; Led a total redesign of the government and municipal airport websites; Worked closely with media outlets, government officials and nonprofits.

### **Feature Contributor**

*Corridor Magazine*

Wrote and photographed feature stories for a bi-monthly print publication.

### **Multimedia Reporter**

*Times West Virginian*

Covered education, civil rights and entertainment beats for the daily newspaper and its website; Reported breaking news; Executed in-depth reporting projects; Photographed news and sports; Shot and edited video; Produced daily content for social media platforms.