

CHELSI MOY

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- Objective** Communication specialist with strong writing, research, and sense of newsworthiness, intimately familiar with the state and national media landscapes, highly strategic, political sensibility and background in team management and developing commonsense solutions.
- Strategy Strengths**
- + crisis management
 - + anticipating problems before they escalate
 - + analyze information quickly
 - + maintaining a pulse on state and federal political trends
 - + deliver impromptu written and oral communication with little lead time
 - + detail oriented
- Relevant Experience**
- Public Relations Manager**, Big Sky Resort. Big Sky, Mont. July 2016 - present
Serves as the primary spokesperson and plays a key role within the marketing and sales team, developing brand awareness and securing national, regional and local press. Develop and implement strategic PR programs to increase brand awareness, develop compelling stories, host journalists, manage editorial calendars, measure and analyze results of the PR program, lead internal communication for resort activities and am the primary contact for our philanthropic partners.
- Communications Manager**, MERCURYcsc. Bozeman, Mont. Sept. - Feb. 2015
Led MERCURYcsc's marketing strategy. Responsible for managing all marketing assets such as the agency's database, website, blog, direct emails and social media channels. Managed the agency marketing team, led meetings, managed assignments and deadlines, edited all copy. Assisted business team in identifying potential new clients as well as helping prepare new business materials. Assisted copywriting, copyediting, storyboarding and art direction.
- Sr. Multimedia Producer**, William J. Perry Project. Palo Alto, Calif. March - Aug. 2011
Managed a team of videographers, artists, programmers and researchers to create a series of multimedia projects aimed at engaging Millennials about the threat of nuclear weapons in the post-Cold War era. Worked with the Nuclear Threat Initiative to research and analyze reliable nuclear data, edited videos, coded one of the web assets, served as quality-control on every project, negotiated prices with contractors, and ensured all deadlines were met. Project was initiated and sponsored by former U.S. Secretary of Defense William J. Perry.
- Associate Producer**, Kikim Media. Menlo Park, Calif. Nov. 2014 - Feb. 2015
Help produce the two-hour documentary, *In Defense of Food*, based on Michael Pollan's best-selling book. Aired in primetime on PBS. Tracked down hard-to-find historical footage, negotiated licensing agreements, assisted script-writing, wrote and researched grants and monitored budgets.
- Web Producer**, UC Berkeley Graduate School Of Journalism. Jan. 2013 - May 2014
Responsible for managing and publishing all content for graduate school's website, maintaining quality control and managing the school's brand.
- Multimedia Reporter**, WBEZ. Chicago, Ill. Summer 2013
Curious City, a multimedia pilot project housed at Chicago's public radio station. Produced radio features and online interactives for the web.

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	Reporter / Editor , Mission Loc@l. San Francisco, Calif.	Aug. 2012- May 2013
	Online hyper-local news site in San Francisco's Mission District. Wrote stories, created slide shows, produced videos, designed infographics, edited copy and EP'ed Election live coverage.	
	Staff Writer , Missoulian. Missoula, Mont.	May 2007- July 2012
	Higher education/ local government/ energy/ political reporter. Authored blogs. Found all of my own story ideas. Research and wrote all stories while meeting daily deadlines.	
	Staff Writer , Great Falls Tribune. Great Falls, Mont.	May 2005 - May 2007
	Capitol reporter. Covered the 2007 Montana legislative session. Launched and ran the Tribune's first statehouse blog. Also covered crime and state district court and U.S. federal court.	
	Reporting Intern , Lee State Bureau. Helena, Mont.	Jan. 2005 - May 2005
	Capitol reporter. Covered health care, primarily, as well as the state budget process and	
	Reporting Intern , Billings Gazette. Billings, Mont.	May 2004 -Aug. 2004
Freelance Work	Kickstarter Crowdfunding Coordinator . San Francisco, Calif.	March - Aug. 2015
	Co-managed fundraising campaigns for two documentary film projects, raising more than \$100,000 between both. Skills include preparing, launching, and managing a crowdfunding campaign. Coordinated press and social media outreach, along with generating contact databases, email and newsletter blasts, website development and graphics.	
	Patagonia . Bariloche, Argentina.	March - Dec. 2015
	Produced two video book trailers and a longer video for the web for Patagonia Books to promote their book, <i>Chasing Rumor</i> . Shot the film in Argentina, wrote and edited the script in California. The longer video has more than 11,600 organic views on Vimeo and was promoted separately by the Fly Fishing Film Tour.	
	Stonefly Magazine . Berkeley, Calif.	Sept. 2015
	Print article about filming & fly fishing in Argentina for the Fly Fishing Film Tour's magazine.	
	Powder.com (POWDER Magazine) . Revelstoke, British Columbia.	Jan. - April 2014
	Profiled entrepreneur and professional skier Leah Evans. Produced both a written Q&A and a video for the web.	
	The New York Times . Yangon, Myanmar (Burma)	May - June 2013
	Month-long international reporting trip in Myanmar with a team of five other videographers documenting a country trying to implement democratic reform. My specific piece was a 5-minute video documenting the lives of Burmese Buddhist nuns.	
	Washington Post . San Francisco, Calif.	Jan. - May 2013
	Produced videos for the web documenting the lives of the Burmese diaspora in the Bay Area.	
Other Experience	Graduate Teaching Assistant , UC Berkeley. Berkeley, Calif.	
	All upper-division undergraduate courses. Responsible for all grades and helping students with essay development.	
	+ Culture and History of Advertising (Spring 2014)	
	+ The United Nations (Fall 2013)	
	+ Film Noir (Spring 2013)	
Education	Masters of Journalism , Multimedia	May 2014
	UC Berkeley, Berkeley, Calif.	
	Bachelor of Arts . Dual majors: Political Science and Journalism (print)	May 2004
	University of Montana, Missoula, Mont.	

Skills Adobe Creative Suite, HTML5, CSS3, D3, R, jQuery, SQL, Google Analytics, Coding for email, WordPress, AP style, Keynote, GitHub, Squarespace, MailChimp, Salesforce, Act-On, Basecamp, Slack, Vegas (audio editing), Word, Excel, Google Sheets/Docs/Slides, Powerpoint.

Awards & Honors

Interviewed on WBEZ's national podcast Tech Shift

Masters thesis highlighted on Chicago public radio's national tech podcast.

2013 Yahoo! News & Global Editors Network Hackathon: Re-imagining Online News

One of four Honorable Mentions awarded out of 20 teams. Only student team recognized.

2012 John Swett Award for Excellence in Media Coverage

Awarded by the California Teachers Association

First prize: 2009 National Awards for Education Writing

National Education Writers Association

First prize, Personality Profile Division: 2008 SPJ Pacific Northwest

Society of Professional Journalists

Student Commencement Speaker

University of Montana School of Journalism, 2004

First recipient of the Jeff Cole Memorial Journalism Scholarship

University of Montana School of Journalism, 2003