

CHELSEY NORDYKE

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INFLUENCER MARKETING COORDINATOR - FREELANCE

July 2019 - Present

- Coordinating key touch points with influencers and content creators surrounding product launches, marketing activations, and evergreen relationship management
- Building outreach lists of influencers of all scales for product gifting and content creation
- Clients include: Olive & June, Glou Glou Girls, Wonderkind, and Series

WARDROBE + SET STYLIST - FREELANCE

January 2017 - Present

- Styling individuals, groups, and sets for both commercial and editorial productions
- Clients include: TIME Magazine, Outdoor Voices, Bulletproof Coffee, Snap Kitchen, Wonderkind, and Series

CREATIVE DIRECTOR @ SERIES

April 2018 - Present

- Developed the brand's identity, from strategy to ongoing creative executions
- Overseeing photography, visual design, and content creation for the brand's owned channels, e-commerce, and IRL activations
- Sourcing, onboarding, and managing all talent relationships with influencers and celebrities

SENIOR DIGITAL MERCHANDISING ASSOCIATE @ OUTDOOR VOICES

DIGITAL MERCHANDISING ASSOCIATE @ OUTDOOR VOICES

June 2018 - February 2022

- Optimized end-to-end customer journey on OutdoorVoices.com to maximize AOV, UPT, and conversion rate
- Identified opportunities for site development in partnership with digital leadership and tech team
- Served as a cross-functional leader, bridging the tech and marketing teams to bring the brand's creative vision to life

COMMUNITY EXPERIENCE LEAD @ OUTDOOR VOICES

November 2017 - June 2018

- Served as the primary touchpoint to members of the Outdoor Voices community, ranging from first time customers to longtime fans of the brand
- Leveraged product expertise and in-depth brand knowledge to grow community engagement
- Developed internal training materials for teams across retail, operations, and merchandising

RETAIL LEAD @ OUTDOOR VOICES

May 2016 - October 2017

- Oversaw the retail teams at several Outdoor Voices shops, including its flagship in Austin, TX, and a seasonal pop-up in Aspen, CO
- Established weekly KPIs to track sales and customer love, implementing measurable goals for individual members of the sales team