

Chelsea Brasted

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Experience

Freelance journalist, July 2019 – present

- Cultural reporting and breaking news contributions; bylines include The Wall Street Journal, National Geographic, The New York Times, Bon Appetit, Food & Wine, Thrillist and BBC

Sidecar, New Orleans, La., Aug. 2019 – present

General manager, Aug. 2020 – present

Content manager, Aug. 2019 – Aug. 2020

- Overhauled company brand and full tech stack; developed and implemented membership-based business strategy and marketing model
- Created virtual event strategy to target membership growth; increased registration for an annual 3-day virtual conference by 56% (year-over-year, 2019 to 2020)
- Lead a team of 4 FTEs, set editorial direction for all blog content, content marketing, paid and organic social media, community management, educational content production and email marketing and automation

NOLA.com | The Times-Picayune, New Orleans, La., Nov. 2012 – July 2019

City columnist, lead reporter and breaking news editor, Sept. 2017 – July 2019

- Managed breaking news and crime coverage as editor on duty once weekly
- Member of The Times-Picayune Editorial Board
- Co-developed and managed a new opinions brand, which in six months became most engaged-with Facebook account in Advance Local

Lead news & culture reporter, May 2017 – Sept. 2017

- Co-created award-winning city economy series “Tipping Point”
- Contributed to breaking news coverage, including Confederate monument removal, and the aftermath of Hurricane Harvey in Houston

Lead arts & culture reporter, Sept. 2015 – May 2017

Entertainment reporter in Baton Rouge bureau, Nov. 2012 – Sept. 2015

News Intern, The Republican-American, June 2011 – Aug. 2011, Waterbury, Conn

Features Intern, The Times-Picayune, May 2010 – Aug. 2010, New Orleans, La.

Education

Bachelor of Arts in mass communication, Louisiana State University, Baton Rouge, La., May 2012

- Major concentration in print journalism; minors in visual communication and international studies
- Editor-in-chief of Legacy magazine; design and copy editor for The Daily Reveille student newspaper

Additional skills and software experience

AP style, iMovie, Canva, Photoshop, InDesign, Spark, Parse.ly, CrowdTangle, Later, Buffer, SocialFlow, WordPress, Arc’s Ellipses and Anglerfish