

CHANTEL BAUL

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SUMMARY

A skilled communicator with more than 3 years' experience in digital and print content creation. Strong command of English language writing conventions and mechanics. Results-driven researcher with a keen ability to convey information in an effective and compelling way.

KEY SKILLS

Competencies

- B2C/B2B Copywriting
- SEO Copywriting
- Social Media Writing
- Blogging
- Digital Photography
- Interviewing

Software/Systems

- Microsoft Office Suite
- G Suite
- WordPress
- Adobe Photoshop & Lightroom
- Insightly
- Slack
- Flickr

PUBLICATIONS

- *Armstrong Magazine*
- *Well FED Magazine*
- *Connect Savannah*
- *Visit Savannah*
- *Savannah CEO*
- *The Local*

- *Visit Tybee Island*
- *Discover Tybee Island*
- *Visit El Paso*
- *Fusion Magazine*
- *Texas Lifestyle Magazine*
- *The Borgen Project*

EDUCATION

- July 2015 Bachelor of Arts in English and Professional Communications, *Armstrong State University – Savannah, GA*
- April 2017 US Army Adjutant General Basic Officer Leadership Course, *Soldier Support Institute – Fort Jackson, SC*
- January 2018 - Digital Photography Certificate, *Columbus State University – Columbus, GA*

EXPERIENCE

- Feb. 2018 - Present Public Affairs Officer, 372nd Mobile Public Affairs Detachment, *USAR – Nashville, TN*
- Develop comprehensive communication strategies, to include distributing command information, developing media relations, supervising photojournalists and broadcasters and coordinating press briefings, to tell the Army's story.
 - Lead a team of 20 Soldiers to capture, create and publish stories to the mission, which is to provide direct Public Affairs support to units deployed in support of Army, joint, interagency, intergovernmental and multinational operations.
- Feb. 2018 - Present Content Team Intern, *The Borgen Project – Remote*
- Compose weekly articles using SEO best practices and AP style covering global education and technology and solutions to increase Borgen Project visibility and inform more than 3 million unique viewers annually about issues of global poverty.
 - Synthesize information from a variety of credible sources to prepare unbiased, engaging and informative copy for publication in The Borgen Project blog and magazine.
 - Advocate for legislative policies and bills that reduce global poverty through weekly calls and email correspondence to Congress.
 - Raise money in support of The Borgen Project via a personal fundraising campaign that involves written letters, online efforts and other methods of engagement.
- Dec. 2018 - Present Social Content Creator, *Global Marketing Solutions – Foley, AL*
- Create SEO-friendly blog posts and web content, newsletters and daily social posts to Facebook, Twitter, Instagram and Google+ for several hospitality clients in the Alabama Gulf Coast.
 - Maintain a working knowledge of web writing and social media best practices to increase audience engagement and brand visibility for each client.
 - Source images from existing client libraries to complement copy.
- May 2017 – Present Contributing Writer, *Fusion Magazine – El Paso, TX*
- Create feature articles for publication online and in print exploring underground art, music and culture throughout the US-Mexico borderland region for Fusion magazine, a bilingual monthly print publication with a respected reputation for gritty storytelling.
 - Interview local and non-local artists, innovators, entrepreneurs, organizers and influencers to compose human-interest stories that connect with and highlight the borderland community.
- May 2017 – Nov. 2017 Writing Tutor, *Brainfuse – Remote*
- Reviewed secondary, undergraduate and graduate academic papers for students via an asynchronous platform.
 - Provided constructive feedback regarding academic writing fundamentals to include thesis statement, development, organization, style and formatting via in-text comments and an internal academic response form.
 - Maintained detailed knowledge of MLA, APA and Chicago style conventions.
- May 2016 – Present Contributing Blogger, *Discover Tybee Island – Tybee Island, GA*
- Create bimonthly posts using SEO best practices advertising local events and local businesses, highlighting area attractions and providing information about general travel-related interests in the greater Savannah area for the Tybee Island Travel Blog and the Discover Tybee biannual publication.
 - Interview local business owners for the monthly Business Spotlight column to increase brand visibility and attract customers.

- Jan. 2016 – May 2016 Contributing Blogger, *Visit Tybee – Tybee Island, GA*
- Prepared weekly posts highlighting attractions, activities, events and other travel-related interests in the Tybee Island area for the Visit Tybee blog, which is managed by Visit Savannah, to attract potential visitors.
 - Promoted members of the Savannah Chamber of Commerce in posts to increase brand visibility and attract customers to their respective businesses.
 - Synthesized information gathered from online and on-site research to deliver informative, relatable and exciting content to readers.
- June 2015 – Nov. 2016 Contributing Blogger, *Visit Savannah – Savannah, GA*
- Prepared weekly posts highlighting attractions, activities, events and other travel-related interests in the Tybee Island area for the Visit Savannah blog to attract potential visitors to Savannah, GA.
 - Promoted members of the Savannah Chamber of Commerce in posts to increase brand visibility and attract customers to their respective businesses.
 - Synthesized information gathered from online and on-site research to deliver informative, relatable and exciting content to readers.
- Aug. 2015 – Nov. 2017 Human Resources Officer, *United States Army Reserve – El Paso, TX*
- Assisted the S1 officer-in-command with all human resources operations to include strength management and personnel actions for the 647th Regional Support Group in El Paso, TX to ensure Soldier welfare and well-being through integrated personnel support.
 - Planned, organized and conducted monthly sync meetings for the S-1 section to coordinate staff members, set agendas and address personnel support issues ahead of upcoming battle assemblies.
- June 2015 – Aug. 2015 Membership Information Intern, *Savannah Area Chamber of Commerce – Savannah, GA*
- Contacted more than 500 chamber hospitality members via phone call and email to update and verify member information profiles to ensure the accuracy of information published in print advertising materials and online.
 - Maintained, organized and accurate record of active member profiles via an internal customer management system.
- Mar. 2015 – Sept. 2015 Contributing Writer, *Well FED Magazine – Savannah, GA*
- Composed monthly feature articles in AP style about sustainable food trends, eco-friendly area dining, leaders in the local food movement and related issues in the greater Savannah to advocate for an environmentally-conscious and economically sustainable local food industry.
 - Collaborated with a team of writers and graphic designers in monthly group meetings to plan and produce content for the magazine.
 - Edited other writers' copy to ensure consistent voice and style across articles.
- Jan. 2015 – Sept. 2015 Communications Coordinator, *For Heart Sake – Savannah, GA*
- Created copy for press releases, newsletters, fund requesting letters and grant proposals to generate media coverage, raise community awareness and attain funding for the Savannah-based nonprofit, which was dedicated to providing positive educational programming to Savannah's underserved child populations.
 - Collaborated with the Executive Director to review and edit copy for the new website, which launched in fall 2015.
- Jan. 2015 – May 2015 Marketing and Communications Intern, *Armstrong State University – Savannah, GA*
- Composed polished, informative and compelling online copy for the institution's new website, which launched in fall 2015, to rebrand in conjunction with the university's name change.

- Drafted press releases, media advisories and alerts for distribution to various local media outlets to generate media coverage of upcoming events and noteworthy accomplishments.
- Conducted student, staff and faculty interviews for internal and external website, social and print content.
- Consulted traditional and digital marketing fundamentals to create copy that attracts targeted audiences, to include potential students, faculty members and donors, to the Armstrong brand.

May 2014 – Jan. 2015

Writing Center Tutor, *Armstrong State University – Savannah, GA*

- Helped students to interpret writing assignments and instructor expectations and provided constructive feedback to students to improve writing in various areas to include organization, grammar and mechanics.
- Tutored undergraduate and graduate students in 1:1 meetings and via the asynchronous web-tutoring platform.
- Maintained a detailed understanding of academic writing conventions and MLA, APA and Chicago style guides.