

CHELSEA ALBERTI

ABOUT ME

Creative Lead & Marketing Content Producer passionate about bringing ideas to life through thoughtful visuals and strategic storytelling. Whether I'm hands-on directing shoots or overseeing production, I thrive in collaborative environments where ideas evolve into impactful campaigns that connect with the right audience. I believe great content isn't just about aesthetics—it's about pushing boundaries, embracing originality, and creating visuals that stand out in a crowded digital world.

CORE SKILLS

- Creative Direction & Brand Storytelling
- Art Direction & Visual Strategy
- Marketing Content Production
- Campaign Development & Brand Identity
- Production Coordination
- Studio Management
- Talent Direction & Set/Photo Styling
- Photography & Videography,
- Post-Production & Asset Delivery
- Project & Team Workflow Management

TECHNICAL SKILLS

- Adobe Creative Suite (Photoshop, Lightroom, Premiere Pro, InDesign)
- Capture One, CapCut & Canva
- Notion, Airtable, Dropbox & Zoom
- Social Media Marketing & Trend Analysis
- SEO Fundamentals & Content Strategy
- Meta Ads & Campaign Optimization

EDUCATION

ART INSTITUTE OF PITTSBURGH

Bachelor of Science in Interior Design
(2010-2013)

PROFESSIONAL DEVELOPMENT & CONTINUED LEARNING

Online coursework in branding, digital marketing, sales psychology & content strategy for social media growth
(Ongoing – Since 2023)

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📍 Pittsburgh, PA - available for remote, travel, or relocation

EXPERIENCE

CREATIVE PRODUCER

Javo Studios – Contract Role
(2020 – Present)

- Led end-to-end content production—from concept development to final execution—ensuring cohesive brand storytelling and marketing alignment.
- Shot, directed, and edited high-quality photo assets for advertising, social media, and e-commerce campaigns.
- Managed all production logistics—studio setup, lighting, prop styling, rentals & location scouting for commercial shoots.
- Collaborated with directors and client marketing teams, providing creative input on visual strategy, talent selection, and brand aesthetics to create high-impact web, print, and social content.
- Directed on-set teams, troubleshooting technical issues, optimizing lighting, and guiding models/talent to produce polished, engaging visuals.
- Oversaw post-production workflows, handling image retouching, color correction, video editing, and digital asset management for timely project delivery.
- Maintained strong client relationships, advising on creative execution, brand identity, and content marketing strategies to maximize engagement and campaign success.
- Clients include: Gabe's, Brandor, Versatex, Safran Everyday, PCNA (Polyconcept North America), and more.

FREELANCE PHOTOGRAPHER, VIDEOGRAPHER & SOCIAL MEDIA CONTENT STRATEGIST

Various Clients – Remote & On-Location
(2018 – Present)

- Developed, shot, and edited photo and video content for brands, entrepreneurs, and local businesses, ensuring high-quality visuals for marketing and digital campaigns.
- Provided creative direction and styling for branding photoshoots, aligning content with brand identity and business objectives.
- Managed full production workflows, from studio rentals and lighting setup to camera operation and post-production editing.
- Created engaging social media content, including short-form videos and promotional materials for Instagram, TikTok, and digital platforms.
- Advised clients on social media branding, offering insights on content strategy, visual storytelling, and audience engagement to enhance brand presence.
- Clients include: Nulastin, Helvak, FAGGOD, RDRG (Richard Deshantz Restaurant Group), and more.