

# BELLE DU CHENE

## professional experience //

### ISM PUBLIC RELATIONS // Founder and Principal

Global // June 2010 to Present

- Established start-up freelance business connecting creative freelancers to clients via public relations, image consulting, fashion show production, brand management, graphic design, social media and copywriting / editing. Research, segment and target the market for sub-contracted freelance work. Evaluate sales and operations, accounts receivable and accounts payable.

## technical skills // core competencies

Google AdWords Certified  
Communications Strategy  
Community Engagement  
Relationship Management  
Event production  
Project management  
Social Media ROI  
Booking / Model casting  
Copy Editing  
Art Direction / Styling

## Software and technologies //

Google Analytics  
Cision  
Adobe Creative Suite  
Facebook Ad Manager  
Sprout Social  
Trello/Slack  
Canva  
Airtable  
Evernote  
Hootsuite  
Buffer  
Web Crawler  
HubSpot  
MailChimp  
Constant Contact  
Dropbox  
WordPress  
GoDaddy  
Wix  
Squarespace  
Feedly  
Google Suite  
Basic HTML and CSS  
QuickBooks

**Photography //**  
SLR (Digital / film)  
Set design / construction

## languages //

Bilingual in English and French  
Currently studying Italian

### VISIONARY SERVICES // Digital Marketing Strategist

Des Moines, Iowa // February 2016 to October 2017

- Publicist for Des Moines Arts Festival. Resulted in \$2,613,602.70 in publicity value including editorial and advertising in statewide newspapers, with no negative slant.
- Responsible for the content management (copy/design) and digital strategy (SEO, ad buys) for clients.
- Answer key questions such as how brands are communicated and experienced through digital interactions, and how digital interactions fit into broader customer experiences.

### BUSINESS PUBLICATIONS CORPORATION // Senior Editor, dsm magazine

Des Moines, Iowa // June 2014 to July 2015

- Provided research, direction and produced the creative and editorial aspects of all dsm magazine platforms, including the six bi-monthly editions, dsmWeekly newsletter (with a maintained average open rate of 40%), video production, websites, social media, the annual ia magazine and special publications.
- Developed and implemented a social media strategy then tracked, measured and analyzed all efforts to ensure ROI, reporting findings on an on-going basis. Resulted in a 50% increase in engagement on Facebook and building an organic Instagram following of more than 450 in just three short months.
- Provided marketing expertise and support related to: reputation management, local promotion, organizational identity and brand management including consistency of style.

### MEREDITH CORPORATION // Project Manager, Midwest Living Magazine

Des Moines, Iowa // March 2013 to Feb 2014

- Researched, outlined, wrote and edited content for the Best of the Midwest travel magazine while ensuring a consistent voice and style for both print and digital.
- Worked closely with the Art Director on all creative and branding initiatives to ensure a consistent message between the print and web versions (photo research and archival, layout consistency and copyfitting).
- Established work flow for creating, editing and publishing content to maintain the production calendar.

### STEWART TALENT // Special Projects Manager

Chicago, Illinois // Oct 2009 to Sep 2010

- Led the execution of assigned event programs for high-image, luxury brands and retailers while supporting the strategic planning and creative development of client initiatives.
- Developed planning tools; i.e. budget tracking, project timeline, production schedules, event specs, meeting agendas and notes, etc.
- Managed and trained a staff of 30+.

### MAJOR MODEL MANAGEMENT // Junior Agent

New York, New York // Apr 2008 to Feb 2009

- Managed division logistics: blog and website, schedules, travel and portfolios for 60+ people.
- Sales management and tracking of projects with agents, vendors and domestic and international clientele.
- Consistently created, reviewed and analyzed contracts and legal documents.

### THE GROUND CREW // Account Manager

New York, New York // June 2007 to Mar 2008

- Booked, hired and trained staff of 170+ employees for event management.
- Handled accounts receivable, accounts payable, drafted and maintained budgets and negotiated contracts.
- Produced 120+ shows at Mercedes-Benz Fashion Week.

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## education

### **UNIVERSITY OF IOWA'S VENTURE SCHOOL**

John Pappajohn Entrepreneurial Center, Des Moines, Iowa

Completion date: Dec 2017

### **MASTER OF ARTS**

#### **COMMUNICATION STUDIES, EMPHASIS IN PUBLIC RELATIONS**

University of Northern Iowa, Cedar Falls, Iowa

Thesis: Sinking Your Relation(ship), One PR Blunder at a Time: A Case Study of the Costa Concordia

Cruise Ship Disaster. Anticipated thesis completion: May 2018

### **BACHELOR OF ARTS**

#### **BUSINESS FRENCH, TEXTILES AND APPAREL**

University of Northern Iowa, Cedar Falls, Iowa

Graduated December 2007

## additional freelance

### **WORLD BRIDE MAGAZINE // Freelance copy editor**

New York, New York USA // May 2008 to Present

Recruited to edit copy, assign articles and produce editorials for travel, entertainment, food and wine while integrating cultures, religions, ethnicities and races of all women. Manage logistics for photo-shoot production. Maintain a fresh beat with multi-cultural and multi-ethnic vibe.

## volunteer work

**Variety--The Children's Charity** (Committee member, Polo on the Green, 2013-2017).

**ChildServe** (Designer, runway coordinator Bubble Ball, 2015-2018).

**Animal Rescue League of Iowa** (Committee member, ARL Puppy Fashion Show).

**Metro Arts Alliance** (Committee member, Forte Celebration and Dining for the Arts).

**JDRF--Greater Iowa Chapter** (Committee member, 17th Annual Hope Gala).

**Blank Children's Hospital** (Committee member, Festival of Trees and Lights).

**Des Moines Arts Festival** (Volunteer, 2016-2016).

**Des Moines Community Playhouse** (Committee member, Hollywood Halloween).

**Des Moines Art Center** (Committee member, 2014 and 2015 Art Center Galas).

## affiliations

**PRSA (Public Relations Society of America)** Chair, Professional Development

**Des Moines Downtown Chamber** (Co-chair of marketing Board Member, 2017)

**Public Relations Society of America (PRSA), Central Iowa Division** (Member, 2017).

**Fashion Group International** (Member, 2016 to present).

**Art Noir of Des Moines Art Center** (Chair of the Big Hair Ball 2017, Board member, At-Large Membership Chair and committee member for Big Hair Ball 2015).

**Des Moines Choral Society** (Member).

**Young Professionals Connection** (Member).

**Public Relations Student Society of America (PRSSA)** (VP of Communications 2011-2012).

**HONORS:** Recipient of both the Patrick Jackson Leadership Award and the Electrifying Results Award for Innovative Public Relations.

**Gamma Phi Beta International Sorority** (Member since 2004).

references  
available upon  
request