

ABOUT ME

Louisiana-born communications professional just trying to change the world, one word at a time. I own my own small business, Gravel Road Marketing, and work as Senior Communications Manager for BREC. I serve as VP of Communications for Forum 35 and am an active member of Club Blue and the Public Relations Association of Louisiana. My true passion lies in serving others, whether that's through helping with their communication's endeavors or just lending a helping hand.

EDUCATION

BACHELOR OF ARTS, MASS COMMUNICATION

LOUISIANA STATE
UNIVERSITY | DEC 2011

SKILLS

I Marketing, Public Relations
& Advertising
I Social & Digital Media
I Graphic & Web Design
I Creative Development
I Copy Writing & Editing
I Budgeting & Planning

LAGNIAPPE

FORUM 35

VP OF COMMUNICATIONS
SERVICE, LEADERSHIP/DEVELOPMENT
& EVENT PLANNING COMMITTEES

2017 BARTON LEADERSHIP PROGRAM
2017 MEMBER OF THE YEAR

CLUB BLUE, ACTIVE MEMBER
PUBLIC RELATIONS ASSOCIATION OF LA,
ACTIVE MEMBER

SELF-PROCLAIMED IMPROVISER + STAND UP
COMEDIAN

CHELSEA BORRUANO

PASSIONATE COMMUNICATIONS PROFESSIONAL
JUST TRYING TO CHANGE THE WORLD,
ONE WORD AT A TIME.

EXPERIENCE

OWNER | MARKETING CONSULTANT

GRAVEL ROAD MARKETING, LLC | 2017 - PRESENT
ALONGTHEGRAVELROAD.COM

SENIOR COMMUNICATIONS MANAGER

RECREATION & PARK COMMISSION FOR EAST BATON
ROUGE (BREC) | APRIL 2015 - PRESENT
BREC.ORG

MARKETING ASSISTANT

BREAZEALE, SACHSE & WILSON | MAY 2014 - APRIL 2015

BRAND MANAGER

IMAGINAL MARKETING GROUP | FEB 2012 - MAY 2014

what you get

My ultimate goal is to deliver results in the most effective and efficient way possible with a captivating message and creative design. I thrive on the ideas and creativity of others, strive to support the team I work with and those around me, and will continue to drive success and innovation in everything I do.

My day-to-day is comprised of coffee; planning and strategy (and lots of spreadsheets); communication and collaboration; and multi-project management from strategy and design to implementation and evaluation. Over the past seven or so years, I have perfected my skills in both traditional and digital advertising as well as graphic design, web and public relations. I can manage a marketing plan from start to finish, love analytics and can talk to a wall if need be. I will always continued educating myself on this ever-growing and changing industry to make sure I am implementing the best resources for my clients and the communities (people) they serve.



SOMETIMES, ALL YOU NEED
ARE GREAT IDEAS, THE RIGHT
PEOPLE AND A LITTLE MAGIC.

enjoy
every
moment.

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