

Chelsey Walker

FRACTIONAL MARKETING DIRECTOR · STRATEGY, COMMUNICATIONS & CREATIVE

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Canadian · remote, working with clients in Canada and worldwide

PROFILE

Marketing and communications lead with 10 years of experience turning strategy into action. I'm at my best taking a big goal, breaking it into clear steps, and building the systems, content and communication that get a team there and keep it running.

Most recently I was second in command at Capital Content, an Ottawa content agency, where I led creative and strategy across 20+ client accounts in hospitality, healthcare and personal brands, ran a content program for 12 hotel properties, and wrote the proposals that won new business. Alongside that, I've run my own studio since 2019 and co-founded Ocean Ops, an AI operations platform for marine tourism.

My foundation is public relations and professional communication: clear writing, strong client relationships, and messages that reach the right people. I also bring real technical depth. I'm co-building a software product, and I use AI where it genuinely speeds up good work, never as a replacement for strategy or judgement.

SELECTED RESULTS

1.16M

Year-one reach for Algonquin Resort's social content

+1,728%

Impressions growth for Les Suites Hotel Ottawa (Ottawa Marriott +281%)

277K

Reach and +1,062 new followers from a single hotel giveaway post

~1,000

Tickets sold for the STR Summit, a speaker-led event

3 in 5

Door-to-door sales leads converted using custom magazines

50%+

Proposal win rate on about three a month, including the ACEC RFP

EXPERIENCE

2023 – Present

Ottawa, ON
Remote

Capital Content Inc.

Creative Marketing Director

Second in command to the CEO at a Canadian content and marketing agency. Led creative and strategic direction for 20+ client accounts across hospitality, healthcare and personal brands, and built the systems that let a small team deliver like a large agency.

LEADERSHIP & OPERATIONS

- Managed a videographer and a social media manager, and set the creative direction for all client work.
- Built the agency's internal and client workflows, from onboarding and intake to approvals and monthly reporting.

- Led the agency's own rebrand in 2023, then took on its marketing, proposals and new-business pitches.
- Wrote about three proposals a month and won more than half, including the ACEC RFP.

HOTEL CONTENT PARTNER PROGRAM

- Co-developed the program with the CEO and ran it across 12 properties, including Ottawa Marriott, Les Suites, Algonquin Resort, Banff Inn, Charltons Banff and Holiday Inn Kingston Waterfront.
- Built its intake, reporting and client communication system so each hotel received consistent content and clear monthly results.
- Grew Algonquin Resort to 1.16M reach in year one; one giveaway post reached 277K people and added 1,062 followers. Ottawa Marriott impressions rose 281% and Les Suites 1,728%.

CAMPAIGNS, SALES & DIGITAL

- Designed custom magazines for door-to-door sales; about three in five leads converted.
- Created Sponsor a Story, a new sponsored-content offer for local businesses.
- Set up and launched geo-targeted Google Ads and Meta campaigns for multi-location businesses.
- Designed and built SEO-optimised websites that reached top-three rankings for competitive service keywords.
- Managed bilingual English/French projects from brief to delivery.

AI INNOVATION

- Designed an AI-augmented content system using Claude, Claude Code, ChatGPT, Gemini and GitHub, covering production, brand voice and reporting, so a small team could keep pace with 20+ accounts.
- Encoded each client's brand voice into reusable AI workflows to keep quality consistent across writers and channels.
- Applied answer engine optimisation (AEO) and structured content so client brands appear in ChatGPT, Perplexity and Google AI Overviews.

2019 – Present

Canada
Remote

CW Comms & Designs

Founder & Lead Strategist

Independent marketing and communications studio for small businesses, entrepreneurs and personal brands. I deliver turnkey work from strategy through to launch, so clients have one partner instead of several suppliers.

- Build brands from the ground up: positioning, logo and visual identity, and the signage, print and digital materials that bring them to life.
- Design and write websites, including e-commerce, with location-based SEO and booking or sales built in.
- Plan and run launch campaigns. For a speaker and author, this included an event campaign that sold about 1,000 tickets and a book-launch store with a quiz, giveaway and waitlist.
- Lead PR and outreach, including press releases and LinkedIn campaigns for an industry co-operative.
- Write ad strategy and copy, and direct video, including an eight-video ad series.
- Manage bilingual brands and websites in English and French, and art-direct AI-generated imagery.

2026 – Present

Remote

Ocean Ops

Co-founder · Product, marketing & client relations

AI operations platform built for marine tourism operators such as dive and boat-tour companies. It answers customer messages and handles everyday admin across WhatsApp and Meta, so small crews can spend more time on the water.

- Led discovery research with 20 operators to shape the product around how these businesses really work.

- Built the customer personas, user experience and AI knowledge bases that power the assistant.
- Set up Meta and WhatsApp integrations, ran QA testing and managed deployments through GitHub.
- Own client relations: onboarding operators, gathering feedback and turning it into product improvements.

Jun 2017 – Feb 2019
Guelph, ON

Food and Beverage Ontario

Social Media & Creative Lead (promoted from Communications Coordinator)

Led social media and creative for Taste Your Future, a provincial program introducing students to careers in Ontario's food and beverage industry.

- Built out the program's Instagram and developed its social strategy across platforms.
- Created original content through graphic design, photography and video.
- Managed content calendars and community engagement, and used performance data to refine the strategy.
- Helped deliver the program's student bursary contest as part of the team.

EDUCATION

2017 – 2019

Royal Roads University

Bachelor of Arts, Professional Communication · Victoria, BC

Degree in strategic, organisational and digital communication, completed alongside full-time work at Food and Beverage Ontario.

2014 – 2017

Algonquin College

Diploma, Public Relations, Advertising & Applied Communication · Ottawa, ON

Graduated with honours and named to the Dean's List. Training in media relations, advertising, campaign planning and writing for every channel.

SKILLS & EXPERTISE

STRATEGY & LEADERSHIP

Marketing strategy Campaign planning
Fractional leadership Team leadership Workflow design
Proposals & RFPs Client relations

CONTENT & SOCIAL

Copywriting Content strategy Social media strategy
Community management Video direction Photography
Reporting & analytics

WEB & DIGITAL MARKETING

Website design UX SEO E-commerce Google Ads
Meta Ads Email marketing Landing pages

TOOLS

Claude & Claude Code ChatGPT Gemini GitHub
Adobe Illustrator, Photoshop & InDesign Canva

COMMUNICATIONS & PR

Strategic communications Public relations Press releases
Media outreach Internal communications
Bilingual EN/FR projects

BRAND & CREATIVE

Brand identity Logo design Art direction
Print & large format Signage Magazines & editorial
Ad creative

AI & AUTOMATION

AI content workflows Brand voice systems
Answer engine optimisation (AEO)
Generative engine optimisation (GEO) Prompt design
AI knowledge bases Structured data & schema

PLATFORMS

WordPress WooCommerce Squarespace Shopify
Webflow Meta Business Suite WhatsApp Business