

# Chelsea Lake Roberts

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## Writer. Artist. Creative Director.

I have over a decade of experience spanning sales, marketing, branding, fundraising, journalism, and the arts. My professional experiences include leadership roles across brand and design, non-profit development, and client strategy, alongside a robust record of artistic contribution, research, publication, and exhibition. I am adept at translating complex concepts into compelling copy and managing creative work from inception to completion.

## Education

- Professional Writing Certificate, UC Berkeley Extension, 2023
- MA, Theatre, Central Washington University, 2015
- BA, Theatre, Michigan State University, 2012
- AA, Liberal Arts, Lansing Community College, 2010

## Professional Experience

Director of Brand & Design | [Truscott Rossman](#) | May 2023–Present

- Lead branding and design department for select portfolio of clients across government, corporate, and nonprofit sectors.
- Lead brand development for flagship content studio [Say More](#).
- Manage and mentor design team, spearhead RFPs, and grow the agency's design offerings.

Journalist (Arts & Culture) | Lansing City Pulse | Jun 2022–May 2025 (Freelance)

- Regular contributor (50+ published pieces) specializing in theatre and food writing.
- Develop engaging cultural journalism connecting readers with local arts and dining.

Copywriter & Strategist | Güt Marketing | Sept 2022–May 2023

- Co-authored MiSTEM Playbooks, transforming technical STEM curricula into public-facing websites.
- Developed messaging strategy for clients including MEDC and Michigan Craft Beverage Council.
- Partnered with client services teams, mentoring writers and shaping creative campaigns.

Director of Development | Small Talk Children's Advocacy Center | Sept 2020–Aug 2022

- Established development department, leading all fundraising and communications.
- Designed and launched website, social media campaigns, and direct mail programs.
- Secured six-figure grants and corporate sponsorships, exceeding fundraising goals.

Account Executive | Michigan Public, NPR | May 2019–Sept 2020

- Managed portfolio of 30–40 active corporate sponsorships for NPR affiliate.
- Negotiated contracts and created FCC-compliant on-air spots.

Account Executive | Northwest Public Broadcasting | Oct 2016–May 2019

- Grew sponsorship sales and community support for Western WA market.
- Built relationships with corporate clients, developed proposals, and delivered campaigns.

Earlier Roles (Selected)

- Marketing Coordinator & Program Developer | Gallery One (2014–2016)
- Instructor of Record and Adjunct Faculty | Central Washington University (2013–2015)
- Wardrobe Supervisor | Michigan State University and Mac-Hadyn Theatre (2012–2014)

## Exhibitions, Workshops & Performances

- Creatively Organized: Digital Project Management Tools for Artists – Workshop, Arts Council White Lake Nuveen Center, May 10, 2025
- Exploring Collage – Workshop, Arts Council White Lake Nuveen Center, May 10, 2025
- COLLAGE: THE GAME! – Workshop Facilitator, Break It Down/Make It Better, Grand Rapids, MI, Feb 28, 2025
- Music: Op. 1 No.4 – Juried Group Show, Arts Council of White Lake-Nuveen Center, Whitehall, MI, Jun–Jul 2024
- Ode to Mother Earth – Juried Group Show, Grosse Pointe Artists Association, Grosse Pointe, MI, Jun–Jul 2024
- The LGBTQ+ Artist in Michigan – Juried Group Show, Lansing Art Gallery, Lansing, MI, May–Jun 2024
- The Masters – 10-minute play, Writer & Performer, Fringe Month at The Pocket Theatre, Seattle, WA, Oct 2016
- CWU Student Art Show – Gallery One Visual Arts Center, Ellensburg, WA, Sept 2015
- Put On: Wearing Gender – Full-length solo performance art, Scene Metrospace, East Lansing, MI, Apr 2012
- I Keep Everything You've Made Me Because I Love You – Solo show, collage & mixed media, Basement 414, Lansing, MI, Jun 2010

## Publications

- [A Love Supreme](#), Belt Magazine, June 2023
- Arts & Culture Journalism, Lansing City Pulse, 2022–Present (50+ published pieces)
- PEER REVIEWED: [Left of New Left: The Living Theatre's Anarchism](#), Journal for the Study of Radicalism, Michigan State University Press, 14 (1): 101–120, 2020
- [Anarchist Strategy and Visual Rhetoric in Brazil, 1970](#): The Living Theatre as “The People in the Street,” (Master’s Thesis) 2015.

## Conference Presentations & Panels

- North American Labor History Conference, Presenter & Panel Organizer (2017, 2018)
- American Society for Theatre Research: Collective Theatre in Special Collections (2014)
- Comparative Drama Conference (2014)
- Pacific Northwest American Studies Association, Keynote Panelist (2014)
- Kennedy Center American College Theater Festival: Writing Better Women (2014)

## Awards, Grants & Certifications

- Professional Writing Certificate, UC Berkeley Extension (2023)
- Certified: Basics of Archives, American Association for State and Local History (2016)
- Dr. Milo Smith Theatre History Scholarship (2015)
- Summer Research Grant, Central Washington University (2014)
- Full-Waiver Teaching Assistantship, Central Washington University (2013–2015)
- Full-Waiver Honors Scholarship, Lansing Community College (2008–2010)

## Testimonials

“Chelsea excels at summarizing main ideas from a high-level strategist perspective and leveraging key messages in content writing with her creative flair and keen eye for detail. I wholeheartedly endorse her.” – Tianyi Xie, Art Director at FCB Chicago

“Chelsea was a huge asset to my firm—gracing us with a thoughtful, flexible and clever style that connects the reader to the words in a way most writers only hope for. I love reading her work.” – Jeff Blohm, Blohm Creative Partners