

Chelsea Stephens is a seasoned marketing professional with a diverse background in empowering businesses, nonprofits, and individuals through strategic marketing initiatives. With a strong foundation built on her education at Brescia University College, where she majored in Leadership with a focus on women's leadership, Chelsea has dedicated her career to leveraging the power of marketing to drive positive change.

Having previously owned her own marketing consultancy, Chelsea has collaborated with numerous small businesses and nonprofits, including notable brands like Always, Herbal Essences, Pantene, Olay, CoverGirl and WeedMan. She's also worked on campaigns with Canadian influencers like Gail Vaz-Oxlade, Raffi, LaurDIY, GigiGorgeous, and various politicians across Canada.

Drawing from her experiences, Chelsea approaches marketing challenges with a nuanced understanding of audience dynamics, recognizing that effective communication requires adapting to different groups' needs. She believes that marketing is about more than just selling a product or service; it's about crafting meaningful connections and resonating with audiences on a deeper level.

In her upcoming presentation for the Zonta club, Chelsea will share insights on engaging with women across different generations and leveraging various marketing tools to boost membership and event attendance. Her expertise stems not only from her professional endeavours but also from her personal journey, which includes navigating the ever-evolving landscape of social media and embracing new technologies.