

Chelsea Guffogg

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EDUCATION

Appalachian State University, *Boone, North Carolina*

Bachelor of Science, Recreation Management, Leadership Studies, Outdoor Experiential Education; 2016

CERTIFICATES

HubSpot Reporting Certification	May 2025 – Present
HubSpot Revenue Operations	May 2025 – Present
HubSpot Marketing Hub Software	May 2025 – Present
HubSpot Data Management	May 2025 – Present
HubSpot Sales Hub Software	May 2025 – Present
HubSpot CRM Training	May 2025 - Present
Full Stack Web Development	October 2024 – Present
UX/UI Design	August 2023 – Present
TEFL (Teaching English as a Foreign Language)	August 2019 – Present
Wilderness First Responder (WFR)	December 2017 – January 2022
EMT	May 2016 - May 2020

TECHNICAL SKILLS

Google Suite	JavaScript	Figma	HubSpot
Microsoft 365	HTML	React	Angular
MySQL	CSS	GitHub	Agile

WORK EXPERIENCE

HubSpot Developer January 2025 – Present

Malibu Boats & Axis Wake Boats

- Collaborated with cross-functional marketing and design teams to translate wireframes and prototypes into clean, efficient, and maintainable front-end code
- Created and customized modular, reusable email components in HubSpot CMS, optimizing for responsiveness, accessibility, and brand consistency across diverse email clients
- Conducted cross-browser and device testing to ensure pixel-perfect rendering

UX/UI Designer February 2023 – January 2025

Medical Education Programs

- Conducted user research utilizing structured research methods
- Designed and prototyped responsive wireframes using Figma
- Collaborated directly with stakeholders to iterate on solutions from ideation through fruition

Adventure Coordinator July 2022 – February 2023

Get In The Wild, Inc.

- Maintained electronic records, filing, and program data using specific CRM systems
- Helped develop and standardize Standard Operation Procedures (SOPs) for office operations
- Answered customer inquiries via phone, email, and SMS, ensuring customer satisfaction, including all communications and content management among all social media platforms

Site Director

August 2021 – June 2022

Innovation Learning

- Oversaw and evaluated all program operations on site, ensuring that company policies and procedures are followed, including the company's specific STEAM curriculum
- Assisted in recruiting, training, and evaluating staff, and coordinating Professional Development sessions, ensuring state licensing requirements were met and maintained

ESL Teacher

October 2019 – August 2021

VIPKID, Inc.

- Taught English as a second language to students aged 4-17 and created innovative, age-appropriate lesson plans, focusing on writing, speaking, and reading the English language
- Monitored and assessed student performance and tailored one-on-one sessions to the individual's writing, speaking, and reading capabilities and administered tests and custom programs

Micro School Director and Educator

May 2020 – August 2020

Terra Marin School

- Created and implemented an outdoor, academic program for students in various outdoor settings, adhering to parental programming requests
- Managed an outdoor classroom for elementary-aged students, while facilitating program objectives and collaborating with administrators and officials regarding further improvements
- Collaborated with executive think tank on curricula creation and implementation

Course Director

May 2018 – August 2019

SOAR, Inc.

- Supervised staff and oversaw facilitation of activities participant care, including medication administration, while serving as a senior medical liaison and EMT
- Evaluated staff, managed budgets, and assessed ongoing logistic requirements
- Directed all communication with participants and parents and served as the staff liaison to the Central Office Program Directors

Academic Field Instructor

August 2017 – May 2018

SOAR, Inc.

- Provided around-the-clock supervision of participants for twenty consecutive days in the field on rotation for the entire academic year
- Educated students and facilitated high adventure activities for youth while in the field and administered regularly scheduled medications while on base and in the field
- Completed daily paperwork on each participant and their goals, and accomplishments and graded academic work while in the field

Risk Management Specialist

August 2015 – August 2017

Appalachian State University

- Oversaw risk management and emergency action plans, providing feedback to students, and serving as a resource for students as they constructed their programmatic plans for trips
- Co-lead five-day expeditions comprising ten students