

Chelsea Lauto

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Grand Rapids, MI

Marketing professional with hands-on experience in email marketing, reporting, and CRM management using platforms like HubSpot and Salesforce. Skilled in client outreach, training program development, and data organization, with strong interpersonal skills and a collaborative, positive approach. Passionate about helping teams operate more efficiently and achieve their goals.

AREAS OF STRENGTH

- Customer Service
- Training & Onboarding
- Interpersonal Communications
- Project Management
- Sales Support (Zoom Info)
- UGC
- Problem Solving
- CRM (Salesforce, Hubspot)
- Canva
- Organizational Skills
- Microsoft Office Suite

PROFESSIONAL EXPERIENCE

Corewell Health - Orthopedic Referrals Specialist

June 2026 - Current

- Transcribe referral orders for clinical to review
- Patient scheduling - Inbound/Outbound Calls
- Verify insurance information

Corewell Health - Patient Services Representative

August 2025 - June 2026

- Assist patient registration in multiple departments, including: Primary care, Radiology, Lab, Gynecology, etc.
- Verify insurance information and properly document in patients profile
- Interact with other team members and assist as needed
- Ability to problem solve on the spot and multitask between different web pages and patients

Fusionary - Sales and Marketing Specialist

May 2025 - August 2025

- Conduct email marketing strategies
- Zoom info to collect customer data
- Reporting within Hubspot to manage sales revenue
- Create slide decks for sales presentations

Kawasaki Motors Corporation – Customer Care Specialist II

December 2022 – May 2025

- Assisted clients both B2B and B2C via phone/email
- Navigated multiple systems including Lansa, Salesforce, Microsoft Excel, Amazon Connect, and Teams
- Communicated with B2B clients regarding sales orders, delivery issues, and support via task dashboard management
- Organized and integrated onboarding for new hires
- Problem solved supply chain issues

EDUCATION

- Cornerstone University – Bachelor of Arts in K-12 Music Education - December 2020

ADDITIONAL EXPERIENCE

- Kawasaki Customer Care Training Specialist – Published first customer service training handbook – September 2024
- 50+ Brand collaborations creating UGC for Instagram - 2024 - Current
- Foundation of Digital Marketing and E-commerce Certification - Coursera - March 2026
- Content Marketing Certification - Hubspot Academy - April 2026
- Google Analytics Certification - Google - April 2026