

Chelsea Thomas

Stylist, Strategist & Keynote Speaker

Chelsea Thomas has established herself as an influencer of women right around Australia. She is an entrepreneur with a successful online business, an expert on social media, a brand stylist, and a mainstream writer, host and producer.

Drawing on her impressive career that spans public relations, the media and business, Chelsea speaks to audiences and facilitates workshops that inform small businesses on how they can successfully use social media to improve their engagement online.



More about Chelsea Thomas:

Chelsea Thomas is Founder of Australia's largest online hub for fashion and homewares under \$100 and provides unique social media and digital content to more than 150,000 women every day via I Heart Bargains. She has worked with the country's leading brands to host and produce video, photography and styling content for more than 80 different campaigns and has become an expert in authentic brand collaboration.

Chelsea has more than 10 years' experience as a writer, host and producer in the Australian media and retail industry. She is a warm and engaging host on her own channels, and is a regular host of brand events, conferences and activations. In 2017-18 Chelsea hosted League of Extraordinary Women's Run The World Conference and also hosted a regular home styling segment in 2018 for Channel Nine's *Today Show*.

Prior to starting her own brand, Chelsea worked as a producer for top-rating radio shows, including *The Fifi Box Show* (2009) on the National HIT Network. Her career as PR Manager for Southern Cross Austereo (2006-2008) placed her in good stead to be the weather producer on Channel Seven's *Sunrise*, creating adventurous content every day of the week for breakfast television.

Because of her experience in a myriad of behind the scenes media roles, Chelsea has fast become an expert in the field of brand integration, strategy and creating a narrative that engages and is



memorable for an audience. She has a drive to unearth talented women in business and consults to many start ups on their digital and social media.

Chelsea has built an extremely loyal community of Australian women who love to shop, not just browse. Her followers engage with her content, events, workshops and her life as a Mum of two, Jude and Clementine.

In 2018 Chelsea spoke to a room of 100+ women at a @womensbusinessmelbourne event which celebrates women of influence. She has run video workshops teaching other small businesses how to use social media to improve their engagement online. Chelsea runs workshops with corporate brands (eg Officeworks) and has also worked alongside the social media and marketing teams at Thank You to improve their digital engagement and concepts.

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