

Chad Robert Parker

Marketing Communications Management
(Mid-level)



Websites

ChadRobertParker.com
Anecdoting.com
Writcreate.com



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(801) 255-3749

Profile

Creative, analytical **marketing and communications professional** with 12 years of progressive experience across a broad range of marketing functions and diverse industry segments. Proven ability to combine vision, creativity, and strong business acumen with well-developed project management and leadership qualities to support cross-media marketing campaigns, brand strategy, and product creation and launches, positioning for individual project and overall company success. **Primary areas of expertise include:**

Managerial Marketing Technical Skills Publication/Production

Work Experience

- 2007 – present **Operations Manager**
Harold B. Lee Library, BYU
Direct regular planning, meetings, reports, statistics, 200+ web pages, and supervise payroll and logistics for 70+ personnel. Form and execute project management schedule. Advance cataloging processes using SEO to ensure patron satisfaction.
- 2003 – present **Marketing Specialist**
WritCreate, LLC
Manage professional creative writing and marketing services. Create all types of marketing collateral including ad copy, video clips, and web content (see portfolio).
 - Web Content Strategist**
Anecdoting.com
Manage an interactive blog. Promote, incentivize, and use Google analytics to optimize customer experience. Contributed 50+ stories/anecdotes.
 - Author of “Sterling Bridge”**
Cedar Fort Publishing
Published historical fiction novel and placed in 42 stores. Successful campaign of press releases, advertisements, social media, and interviews. Performed signings and presentations to the Sons of Utah Pioneers and the Utah Historical Society.

●	<p>Creator of “Flipside Football” <i>FlipsideFootball.com</i></p> <p>Invented, developed, and launched new product. Wrote and Copyrighted instruction manuals. Orchestrated event displays, showed demos, and conducted sales.</p>
●	<p>2005 – 2007</p> <p>Network Sales Director <i>Wellplace/UPREHS</i></p> <p>Negotiated sales—saved on average \$20,000 per month (\$440,000+ total). Contracted 25.3% of our network. Processed 90%+ intake forms and largely increased market share.</p>
●	<p>2004 – 2005</p> <p>Billboard Advertising Rotary <i>Reagan Outdoor Advertising</i></p> <p>Grassroots marketing at the highest levels (30 to 150 feet above ground) on billboards.</p>
○	<p>2002 – 2004</p> <p>Events Maintenance <i>Marriott Center & LaVell Edwards Stadium</i></p> <p>Supervised other students—helped build reputation of “cleanest college campus.”</p>
●	<p>2002 – 2002</p> <p>Sales Representative <i>Reagan Outdoor Advertising</i></p> <p>Promoted name/brand recognition—improved marcom. Effectively reached target audience, contributing on team to triple door-to-door sales from previous year.</p>

Skills

- *Customer Response Management (CRM)*
- *Search Engine Optimization (SEO)*
- *Adobe Creative Suite (Web/Print Publishing)*
- *Microsoft Office (Organizational Behavior)*
- *WordPress (Websites)*
- *Social Media (Publicity)*
- *Google Adwords (Analytics)*

Education

- 1997 – 2003 **English, B.A.** *Brigham Young University* Professional Writing/Marketing Communications

Service/Volunteer

SafetyNet Mentor, Y-Serve MTC Program Director, Eagle Scout, Venture Crew Leader, National Honor’s Society, Church Leader/Teacher, Soccer Coach, Juggling Club