

## CAREER PATH

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### Owner/Consultant

#### Parker Creative Communications

Edina, MN

July 2002 – Present

*Experienced marketing consultant providing marketing strategies, project management, copywriting services and more for small businesses and nonprofit organizations.*

- **Marketing Consultant:** Provide marketing services and project management, including website development, visual identity programs, copywriting, and strategic planning including email marketing, print and broadcast, social media, PPC and SEO campaigns. Work is often done in close collaboration with peer specialists. A partial list of clients includes:

- Artspace Projects
- Metropolitan Center for Independent Living (MCIL)
- Performing Institute of Minnesota (PIM Arts High)
- Minnesota Council on Disability
- Community Health Charities Minnesota
- Halunen Law
- The NorShor Theatre

...see a more complete list at [Parker-Creative.com](http://Parker-Creative.com)

### Director of Communications Perpich Center for Arts Education (PCA)

Golden Valley, MN

November 2001 – June 2002

*Developed materials and policies for all aspects of marketing, communications, and public relations strategies.*

*The Perpich Center for Arts Education is a Minnesota State Agency providing arts education through the Arts High School and statewide outreach programs.*

- **Publications/Marketing Materials:** Worked closely with agency departments to create consistency across all publications and marketing materials. Supervised graphic designer in establishing visual identity policies, implementing new management systems for the graphics department, and creating agency-wide awareness of new graphic standards. Managed production of all printed materials, ensuring staff met production deadlines and budgets. Served as editor for several agency publications.

- **Strategic Planning:** Developed new marketing and media relations strategy to increase statewide awareness of PCA. Planning process included budget development, coordination with media vendors, training staff members, and educating agency employees about new media relations and marketing strategies.

- **Website Development:** Worked closely with the technical director on complete website revision. Responsible for review of all content and development of updated policy and procedures. Coordinated implementation of multi-department modifications of website content.

### Manager of Marketing & Communications Artspace Projects, Inc.

Minneapolis, MN

July 1998 – November 2001

*Created and managed all aspects of marketing, communications, and public relations for Artspace Projects. Responsible for developing comprehensive communication systems and materials updates.*

*Artspace is a nonprofit property developer for the arts which owns and manages affordable housing and workspace for artists across the United States.*

- **Media Relations:** Developed all media relations regarding Artspace developments in the Twin Cities and nationwide. Built strong relationships with print and television journalists, creating a greater awareness of Artspace's mission and accomplishments. Managed all media relations surrounding the relocation of The Shubert Theater in Minneapolis, including providing footage to CNN, ABC World News Tonight, Guinness Book of Records, and all local Twin Cities radio, print and television media. Developed the organization's media response system for celebratory or crisis scenarios.

- **Marketing:** Created marketing materials, including website design and content, project information sheets, government lobbying information, company identity materials, and other special materials as needed. Required desktop publishing, writing, editing, and staff supervision skills.

- **Special Event Coordination:** Coordinate all aspects of *Articulating Space* National Conference and other special events throughout the year.

### Channel Marketing Manager

Labtec, Inc.

Vancouver, WA

- **Channel Marketing:** Coordinated various sales promotions at the retail level nationwide. Developed promotional materials, coordinated distribution and fulfillment of catalog advertising and placement, and developed promotional materials for field sales staff.

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## Channel Marketing Manager

### Labtec, Inc.

Vancouver, WA

February 1997 - June 1998

*Coordinated all aspects of national product promotions, including special event planning, trade show coordination, and development of promotional programs at retail level.*

*Labtec is an international manufacturer of multimedia speakers, headsets, and voice recognition equipment.*

- **Trade Show Coordination:** Researched and selected an exhibit design firm. Managed trade show design budget of \$250,000, including new graphics, structure, and layout. Coordinated all aspects of trade show participation, including labor set-up and tear-down, shipping, logistics, travel arrangements, booth staffing, and annual national sales meeting.

- **Brand Research:** Participated in an extensive brand research project, including work with a national research firm and focus groups, resulting in entire product line repackaging.

- **Promotional Products Program:** Developed a program of "giveaways" and promotional products for distribution at trade shows and as sales incentives. Managed selection of items, budget, inventory, and distribution.

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## Marketing Coordinator

### Allsop, Inc.

Bellingham, WA

March 1994 - February 1997

*Responsible for all marketing external communications, public relations, special event coordination, and new product materials for Allsop Consumer Electronics Division.*

*Allsop is a manufacturer of consumer electronics and computer accessories.*

- **Media Relations:** Identified and established close ties with media representatives, garnering extensive coverage in consumer and trade publications. Created maximum press exposure with minimal allocation of advertising funds. Developed and designed media packets, all press materials, and coordinated press tours.

- **Trade Show Coordination:** Successfully coordinated all trade show participation details which included: booth graphics/layout/ design, sourced vendors, set-up and tear-down, logistics, scheduling, and planned special events as part of participation in the nation's largest consumer electronic and computer trade shows.

- **Plan-o-gram Programs / Desktop Publishing / Point of Purchase:** Developed, designed and maintained digital plan-o-gram program. Designed, wrote, and produced new product sell sheets, consumer information papers, sales support materials, and monthly corporate and sales team newsletters. Sourced and worked with vendors on development of numerous POP displays.

- **Product Launch Campaigns:** Produced creative "teasers" to promote new products to buyers and key accounts. Successfully attracted attention and increased sales. All materials were developed within strict budget constraints.

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## Advertising Sales Account Executive

Advertising sales and supervisory positions with special contract and business publications: *CityBusiness*, Minneapolis, MN; *Puget Sound Business Journal*, Seattle, WA; *Business Pulse Magazine*, Bellingham, WA

## Contract Publishing Advertising Coordinator

- Coordinated all aspects of advertising sales and production for special supplements, including budgeting, sales goals, and directing sales colleagues. Worked closely with editorial staff, clients, and production staff to ensure publication was produced within an established budget and timeline. Developed strong client relationships and encouraged consistent "run-of-press" advertising in weekly business publication.

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## EDUCATION / SKILLS

- Master of Arts in Leadership      1989      Augsburg College: Minneapolis, MN
- BA Communications                      1980      Augsburg College: Minneapolis MN
- WordPress, CMS web systems, MailChimp, Constant Contact
- Ongoing courses in technology, media management and marketing