

Parker W. Brown

parkerwb.com | parkerbrown108@gmail.com | (919) 323-9834

EDUCATION

Elon University- Elon, NC

Master of Arts, **Interactive Media**

May 2016

Bachelor of Arts, **Strategic Communications**

May 2012

Minors: Business, History

COMMUNICATIONS EXPERIENCE

Duke University Nicholas School, Recruitment Writing Intern - Durham, NC August 2017-Present

- Manage email marketing campaigns for undergraduate and prospective master's students
- Write and create content for email campaigns and other Nicholas School marketing channels
- Produce videos and graphics for recruitment highlighting student life and experiences

Project for the Public Good, Project Manager - Sierpe, Costa Rica November 2015-January 2016

- Managed a team of six classmates to build a website for the tourism board of Sierpe, Costa Rica
- Spent seven days in Costa Rica collecting content and working directly with client
- Led daily meetings, corresponded with client and oversaw content creation over following two weeks
- Presented completed project to faculty, family, friends and fellow classmates

KYCK.com, Inc., Intern - Charlotte, NC

June-November 2012

- Helped launch a start-up soccer digital media company
- Managed KYCK's social media channels and responded to user questions/concerns
- Assisted with website, app development and marketing as well as user engagement strategies
- Wrote copy for email campaigns and other promotional materials

Elon University Athletics, Men's Soccer Manager - Elon, NC

August 2009-May 2012

- Developed an understanding of the daily operations of a NCAA Division I program
- Launched Facebook page and Twitter profile to establish communication with fans
- Assisted coaching staff with day to day tasks

SKILLS

Software: Adobe Photoshop, Illustrator, Premiere, and Sketch

Coding/CMS: HTML, CSS, WordPress

Email: Mailchimp

Social Media: Twitter, Facebook, Instagram

Certification: Google Analytics and AdWords

HONORS & AWARDS

Cum Laude

Lambda Pi Eta (National Communication Association Honor Society)

Elon University Communications Fellow

Eagle Scout, Boy Scouts of America, April 2007

OTHER EXPERIENCE

Epworth United Methodist Church, Durham, NC - Consultant

March-September 2017

- Worked with communications/branding committee to develop brand and redesign logo