

PARKER WELLMAN

CONTACT

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www.parkerwellman.com

SKILLS

- Mastery of Excel, Word, and PowerPoint and Google Docs, Slides and Sheets
- Campaign Implementation
- Market Research
- Adobe Photoshop & Premiere
- Inherent interest in cultural trends, curiosity about consumer behavior, and passion for high-quality, mold-breaking creative
- Deep understanding of social media and digital channels, as well as their associated audiences and platform limitations
- Entrepreneurial and creative thinker with ability to make progress in face of ambiguity
- Up-to-date with latest trends and best practices in digital marketing
- Experience developing and managing both paid and organic content

PROFESSIONAL SUMMARY

A hard working individual capable of completing tasks on time and to the expected standard. Well versed in public speaking and general communication skills. Passionate about finding creative and effective solutions to both big and small problems. Successful at leading teams and empowering team members to achieve success together. Recognized for creating exciting promotions, contests and content to drive engagement.

WORK HISTORY

Digital Activation Intern, 04/2020 to 10/2020

Indygo Marketing - Bend, OR

- Identified appropriate KPIs and reported key metrics from digital campaigns.
- Collected and analyzed Web metrics such as visits, time on site and page views per visit.
- Maximized strategic approaches by keeping close eye on performance and making appropriate adjustments.
- Created content strategies for digital media.
- Performed in-depth competitor reviews to check competitor activities with ad placement, keyword use, placement bids and landing pages.

College Ambassador, 08/2018 to Current

Monster Energy - Eugene, OR

- Building brand awareness on and off campus.
- Gathered information, assessed accuracy and expected value and communicated efficiently with other leaders.
- Snapped professional quality photographs to use on social media channels for promotional campaigns.

EDUCATION

MBA : Advertising, Expected in 06/2021

University Of Oregon - Eugene, OR

GPA: 3.4

- Member of Sigma Alpha Epsilon
- Minor in Psychology

CERTIFICATIONS

Google Ads Display Certified
Google Ads Search Certified
Google Ads Measurement Certified
Google Ads Video Certified
Google Shopping Ads Certified
Google Ads Apps Certified