

JACK PARRISH

MARKETING SPECIALIST

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WORK EXPERIENCE

MARKETING MANAGER

(2016 - Present)

Auburn Campus Recreation - Auburn, Ala.

- Served as editor-in-chief of BeWellAuburn.com, project manager, photographer and social writer.
- Directly managed dozens of projects, focusing on video, photography, and social media efforts.
- Created strategic content calendars and personally developed editorial workflows and processes.
- Trained fellow editors and developed marketing strategies and campaigns to boost engagement.
- Increased Instagram avg. post engagement by 76 percent (164 to 289) in 3 months as supervisor.
- Led Be Well team to increase unique readers by 64,000 in two years since launch.
- Following graduation, was hired as full-time marketing specialist.

BRAND AMBASSADOR

(2017 - Present)

A+ Staffing - Auburn, Ala.

- Promoted various companies to students and visitors on Auburn University's campus during events.
- Generated sales leads for Nissan and secured TV product placement for Pizza Hut.

PR/DIGITAL ASSOCIATE

(6/2018 - 8/2018)

DEVENEY - New Orleans, La.

- Wrote press releases, pitches and briefing books. Helped coordinate media relations.
- Shot and edited high-level photography for national clients like Ford and Lyft.
- Wrote an entire site's worth of copy for Studio Health Medspa, and fixed DEVENEY's website code.
- Led campaign efforts to recruit future associates, managing social media, webpage creation, external outreach, and evaluating analytics.

MY SKILLS

WRITING
EDITING

PHOTOGRAPHY
SEO

VIDEOGRAPHY
SOCIAL MEDIA

WEB DESIGN
WEB ANALYTICS

SOFTWARE & CODE

Adobe Dreamweaver	HTML5/CSS
Adobe InDesign	MailChimp
Adobe Lightroom	Microsoft Office
Adobe Photoshop	Squarespace
Adobe Premiere Pro	Teamwork.com
AgoraPulse	Windows/macOS
Google Analytics	WordPress

SOCIAL MEDIA

Website - <http://bit.ly/2A98JLp>
Instagram - <http://bit.ly/2G4jKMa>
Facebook - <http://bit.ly/2BPNXAT>
LinkedIn - <http://bit.ly/2FZJM3I>
Writing Samples - <http://bit.ly/2CQWXGC>

EDUCATION & HONORS

BACHELOR OF ARTS DEGREE

(2014 - 2018)

Auburn University - GPA: 4.0

Public Relations Major | Psychology Minor
Member of Phi Kappa Phi Honor Society
Member of dean's list (2014-2018)
Member of Lambda Pi Eta Honor Society
Member of PRSSA and PRCA
Received SOA Presidential Scholarship

ACTIVITIES

Sports photographer, Auburn's Eagle Eye TV network.
Chaired the Honors College's PR committee, "kNow Poverty?"
Public relations team member for Auburn's Eagle Eye TV network.
Publicity team member, Auburn's University Program Council.