

I've always been known for my curious nature.

I enjoy sharing my ideas and collaborating with other curious minds, never believing something can't be done—it just hasn't been figured out yet. I'm constantly learning, even though my friends call me "Parkerpedia." I can't deny my love affair with food, especially when it reminds me of home; I also enjoy design and digital art, gardening, music, language and writing, Oxford commas, and semicolons.



Founder // Parkerpedia Digital

2019 – Present

Bringing together my work in digital marketing, customer experience, data, and technology, I launched my own company, Parkerpedia Digital. It started as a nickname because my love for learning and sharing knowledge is never-ending. This venture allows me to seek out clients whose needs align with my expertise where I can offer fresh, intelligent, and strategic work as a consultant. My services are focused in the areas of strategy and governance, engagement and content, and insight and listening.

Social Media Director // ICF Next (formerly Olson Engage)

2016 – 2019

At ICF Next, I worked between the worlds of PR, Social Media and Advertising. My responsibilities spanned planning, strategy, content, creative paid media, analytics, and account management. In this role, I was excited to work on an incredibly wide and diverse set of clients with work as varied as their industries. I also grew my people management experience with a larger team than in previous roles. At six months into my three years with Olson and ICF, I was selected as King of NOSLO bridging company culture and legacy with employee recognition and empowerment.

Brands: Terminix, Terminix B2B, ServiceMaster, Belize Tourism Board, 3M, Hisense USA, Sharp Electronics, Blue Bunny Ice Cream, Manitoba Harvest, Elevate MN, Project Lead The Way, Delta Dental of Minnesota, Minnesota Lottery, Aurora Healthcare, McDonald's, Chamberlain/LiftMaster, Vitamin Shoppe, Mary Kay Global, Mary Kay Foundation, Bissell, Amtrak, Behr/Kilz, Screenvision Media, UnitedHealthCare, Medtronic, Medtronic Foundation

Awards: **MN PRSA** // Classic, Blue Bunny Answers LeBron James' Ice Cream Truck Request; **Olson** // Brickies, Catalyst Award; **MN Advertising Federation** // Bronze, Belize Ugly Sweater Day; **MN Advertising Federation** // Gold, Freeze to Belize



Digital Analyst and Social Media Strategist // BBDO Minneapolis

2013 – 2015

As Digital Analyst and Social Media Strategist at BBDO Minneapolis, I collaborated with clients, creative teams, and brand strategists to create and optimize online footprints, creatively engage fans, build proof for return on investment, and understand the online conversation happening about clients' brands. In this role, I focused extensively on data and research for CPG brands while also working across industries like real estate, home improvement, and manufacturing.

Brands: Black Label Bacon, Cure 81 Ham, SPAM, Chi-Chi's, Natural Choice, Jennie-O Turkey Store, Skippy Peanut Butter, Hormel, Schwan's Home Service, S&W Beans, Butter Kernel Corn, Berkshire Hathaway HomeServices, Andersen Windows

Awards: **MN Advertising Federation** // Silver, Social Media – Consumer Single Platform, Chewbaccon; **MN Advertising Federation** // Silver, Microsites – Products, Driven by Bacon; **MN Advertising Federation** // Gold, Social Media – Consumer Single Platform, Driven by Bacon; **MN Advertising Federation** // Best in Show, Driven by Bacon; **Public Relations Society of America** // Silver Anvil, Jennie-O Holiday Table



Social Media Marketing Lead and Community Manager // Best Buy

2006 – 2013

I worked for Best Buy's very first team focused on social media and was a founding member of @twelpforce (Best Buy's Twitter help force). In seven years spent at Best Buy, I moved from a social media role focused on customer care to a marketing role where I was also responsible for Latino marketing, social media sales tracking, and social listening. My work influenced the customer experience online and at the store while maintaining a consistent and recognizable brand voice. Additionally, I co-authored Best Buy's Social Media Policy and co-chaired the Center of Expertise comprised of social media leaders across global markets.

Brands/Programs: Best Buy, Geek Squad, Reward Zone, Best Buy Deals, Best Buy Connect, Twelpforce

Awards: **Best Buy** // Chairman's Innovation Award, ECC Social Media Team; **Creativity** // Top 10 Digital Idea, Twelpforce; **Contagious Magazine** // Most Contagious, Twelpforce; **Lithium** // Charter Member, VIP Council; **Best Buy** // Chairman's Innovation Award, Twelpforce; **Cannes** // Titanium Grand Prix, Twelpforce; **The One Show** // Silver Pencil, Twelpforce; **ADC** // Interactive Merit, Twelpforce; **Clio** // Interactive Gold, Twelpforce; **D&AD** // In Book & Wood Pencil, Integrated, Twelpforce; **Andys** // Gold, Innovation & Retail, Twelpforce; **PR News** // Twitter Communications, Best Buy Sustainability Report Goes Interactive

Key Social Media Specialties and Focus Areas

Enterprise Governance: Process, Documentation, Technology, and Training
Strategy and Planning
Content Planning and Production
Paid Media Planning, Buying, and Reporting
Community and influencer Engagement
Social Listening
Measurement and Insights

Additional Specialties

Chatbot Development
Customer Experience Mapping
Customer Service Process Improvement
Food Styling and Recipe Development

Technology Expertise

Microsoft Office Suite
Keynote
Adobe Creative Suite (including Photoshop, Premiere Pro, Lightroom)
HTML/CSS
Mailchimp
Chatfuel
Wordpress
Google Analytics
Adobe Analytics/Omniture
Google Docs & Data Studio

Case Studies

Chatbot Development: Freeze to Belize

To celebrate new direct flights from Minneapolis to Belize via Sun Country Airlines, we sent Minnesotans on an outside treasure hunt—on the first day with freezing temps. A chatbot guided participants toward free tickets.



Chat with a demo version of the bot at <http://bit.ly/f2bchat>

Live Activation: Game of Cones



Activated for National Ice Cream Day, the Blue Bunny Game of Cones visited New York City, allowing fans to sit on the throne and get free ice cream.

Design/Illustration: Truth About Abuse

With an updated release of Mary Kay's study examining digital dating abuse, animated infographics accompanied statistics in social posts to educate an online audience about a rarely discussed—yet critically important—topic regarding the health of teens and young adults.



More than 8 in 4 young people know someone who has experienced digital dating abuse.

Truth About Abuse Survey
MARY KAY