

SUMMARY

Parker Ross

MARKETING SPECIALIST

EMAIL: PARKER.ROSS1016@GMAIL.COM

PHONE: (717) 344- 1158

Versatile and driven young professional with experience in team collaboration, executing promotional strategy, and developing digital interface using analytical tools in a fast paced environment. Committed to meeting hard & challenging deadlines and excellent in working under pressure, all while demonstrating excellent written and speaking skills.

ACTIVITIES

1. MCLA Division 1 Lacrosse Student Athlete
2. NCAA Division 1 Volleyball Team Manager
3. NCAA Division 3 Mens Lacrosse Student Athlete

SKILLS

1. WordPress
2. Social Media Marketing
3. Google Analytics/ Ads
4. Adobe Creative Suite: Illustrator, Photoshop, Indesign
5. SQL
6. Facebook Ads
7. SPSS
8. Microsoft Office: Word, Excel, Access

WORK EXPERIENCE

AUG 2021 - PRESENT **MARKETING ASSISTANT**

JAN 2021 - AUG 2021 **MARKETING/ADVERTISING INTERN**
SOLO REAL ESTATE INC.
PHILADELPHIA, PA

Operated the digital presence through social media across multiple platforms such as Twitter, Instagram, & Facebook

Managed/ Organized rental applications while working closely with agents to ensure properties are filled efficiently

Conducted market research & managed advertising campaigns on websites like Zillow, Wordpress, MLSBright, Loopnet/CoStar, & more

Assisted upper management with Customer Relationship Management as well as organizational & detail oriented tasks

AUG 2020 - DEC 2020 **DIGITAL MARKETING SPECIALIST**
5TH FLOOR ANALYTICS

Partnered with startup companies to promote digital presence and increase brand image

Implemented strategic pay-per-click advertising strategy through google & facebook that reached 10,000 users in target market

Assisted clients in automating email marketing campaign to establish communication with existing customers and increase brand loyalty

EDUCATION

AUG 2018 - MAY 2021 **TEMPLE UNIVERSITY**
FOX SCHOOL OF BUSINESS
BACHELORS OF BUSINESS ADMIN
MAJOR: MARKETING

AUG 2016 - MAY 2018 **CABRINI UNIVERSITY**
SCHOOL OF BUSINESS
COURSEWORK IN BUSINESS ADMIN
MAJOR: MARKETING/ ACCOUNTING