

WENDY PARKER

801.631.7987 | wendy@wendyparkerdesign.com

CREATIVE DIRECTION | MARKETING | DESIGN | PROJECT MANAGEMENT

Creative Director with 10+ years experience developing high quality advertising campaigns and collateral. Leader who values collaboration, inclusivity and accountability. Encourages creativity along with ensuring successful outcomes through research, strategic planning and fiscally responsible operations. Seeking a challenging position where I can utilize my leadership, creative and organizational skills, mentor and collaborate with a team and make a difference in the lives of others and the world.

Core Strengths

- Leadership Experience
- Content Development
- Adobe Software Proficiency
- Graphic / Web Design
- Brand Development
- Digital / Traditional Advertising
- Mentoring
- Strategic Planning
- Project Management

Experience

OPERATIONS / CREATIVE MANAGER *The newsLINK Group, LLC*

2019 to present

Develop new creative strategies to improve overall client and member engagement. Oversee the editorial and creative departments. Developed new communication practices and design standards. Increased advertising revenue by implementing digital ad sales. Increased traffic flow to online publications by implementing new website design and email strategies.

- Create new brand standards for both print and digital platforms bringing a more consistent and recognizable look and feel
- Manage and mentor the editorial and creative teams, encouraging them to develop new strategies, design practices and to never stop learning
- Manage all areas of digital creation, implementation of advertising strategies, on-boarding, client retention and recruiting
- Create and maintain 50+ clients websites, includes implementing new online publication design and strategies, increasing member awareness and enabling social sharing of articles to increase traffic flow
- Initiate new project management platform and implement across all departments
- Work directly with Project Managers to ensure all digital publications are posted in a timely and accurate manner
- Develop new digital advertising strategies to increase revenue and to ensure meeting publication production costs
- Market research, analytics tracking and monitoring to ensure practices are effective and goals are met
- Generate new email marketing processes and campaigns for all outgoing publications to ensure a broader member reach

MARKETING / CREATIVE DIRECTOR *The Falls Event Center / Wings & Waves Waterpark*

2015 to 2020

Develop new marketing/creative strategies that resulted in a \$1M increase in revenue over a one year period. Increased valuable website leads by 10%, going from an \$8000 per month ad spend, down to almost zero spend by implementing a website redesign and key SEO strategies.

- Create brand standards and structured guidelines to ensure consistency throughout organizations
- Managed a highly skilled creative team including design, social media, web development, and digital strategies
- Develop multiple ad campaign practices using targeted strategies resulting in increased lead volume and value
- Implement design all content in all advertising and sales materials, website, and trade show setup
- Work directly with Sales Teams, in 8 locations and 5 states, to develop and carry out innovative strategies to reach local communities
- Execute lead generation practices on social media platforms, local citations and industry specific lead sources
- Market research and monitoring to ensure ad spend is effective and goals are met
- Shift market share from Wedding to other revenue sources to secure diversity
- Manage various projects for sister companies, including website creation, campaign development, marketing collateral

Other positions held: Project Manager, Art Director, Sr. Graphic Designer

WENDY PARKER

801.631.7987 | wendy@wendyparkerdesign.com

CREATIVE DIRECTION | MARKETING | DESIGN | PROJECT MANAGEMENT

CREATIVE DIRECTOR / DESIGNER *South Mountain Community Church* **2006 to 2016**

- Update brand and create brand standards across 4 campuses in 4 cities
- Assist in planning all events and sermon series, create collateral for sermon series, advertising and stage setup visuals
- Market research local communities to ensure target reach is valuable and influencing desired demographic
- Design new multi-campus website that includes original graphics, photos, illustrations etc.
- Maintain website to ensure accuracy and consistency in the brand
- Create concept and design for a 10,000 square foot children's area, direct installation to ensure design standards
- Assist in creating social media campaigns and developing new strategies to increase member count

CREATIVE MARKETING MANAGER *Summerhays Music* **2013 to 2014**

- Develop advertising campaigns and materials to promote music education for non-profits and public schools
- Implement and maintain Social Media and Email Marketing Campaigns
- Re-brand outdated collateral and website to appeal to younger target audiences
- Develop and direct interior design of new stores, including signage, furniture, displays, and furniture

MARKETING, WEB / GRAPHIC DESIGN (VOLUNTEER) *Holding Out HELP 401(c)3* **2011 to present**

- Served on the Board from 2018-2020
- Assisted in creating collateral for advertising, client use and internal processes
- Design and maintain website, and online training programs for volunteers, host homes and mentors
- Managed social media platforms, create engaging content to attract target clientele and donors, increased followers and engagement by 40% over 2 years
- Assisted in creating campaigns for fundraising, and awareness to attract target clientele and donors

WEB / GRAPHIC DESIGN (VOLUNTEER) *You Are A Jewel 401(c)3* **2014 to 2019**

- Served on the Board from 2016-2018
- Developed new branding to be cohesive with the targeted audience
- Created collateral for advertising, client use and internal processes
- Design and maintained new website to ensure accuracy and consistency in the brand

FREELANCE GRAPHIC / WEB DESIGNER *Agency, Non-Profits, Corporate* **2010 to present**

- Digital Advertising, Web / Print Design, Brand Development, Event Production, Email Campaigns, Social Media

Education

THE ART INSTITUTE OF SALT LAKE CITY / Bachelor of Science, Graphic Design / Marketing