

Parker James Stevens

parkerjstevens27@gmail.com ♦ (641) 295-0310 ♦ www.linkedin.com/in/parkerjstevens27

SUMMARY

Loyal team player with over 5 years of experience in traditional and digital marketing, focusing on social media management, graphic design, content creation, and web development.

EDUCATION

Bachelor of Arts in Global Marketing Management

University of Northern Iowa – Wilson College of Business

May 2025

Associates of Applied Science in Interactive Media Technology

Indian Hills Community College

August 2020

EXPERIENCE

Student Fellow

Good Neighbor Iowa – Cedar Falls, IA

April 2023 – May 2025

- Maintained websites for Good Neighbor Iowa and Farming for Public Health.
- Fully redesigned and modernized the Farming for Public Health website.
- Engaged in local marketing outreach such as tabling events, mailing & emailing, and social media with 2,000+ followers.
- Created an interactive map of Iowa featuring a count of over 2,000 partners who pledged to our initiative.

TikTok Intern

Re:wild Your Campus – Remote

October 2023 – May 2024

- Created short form content in the form of 1-3 TikTok videos per business day.
- Maintained a consistent voice for Re:wild Your Campus' presence via educational, but comical content to retain viewers.
- Monitored activity on the Re:wild Your Campus TikTok account with over 4,000 followers.
- Engaged with the audience through comments and direct messages.
- Analyzed user and viewership data better curate content creation.

Digital Producer/Social Media Specialist

Ottumwa Radio – Ottumwa, IA

August 2019 – June 2022

- Led digital marketing efforts via social media for the company & business clients accumulating to over 25,000+ followers.
- Maintained the company's local news website with over 40,000+ monthly users through WordPress.
- Designed and managed website banner advertisements and social media graphics.
- Created and produced video commercials and radio ads for local businesses.
- Led the production of live video streaming content for multiple local high school sports teams and other local events.

CERTIFICATIONS

Microsoft Office Specialist: Excel Associate (Office 2019)

Issued by Microsoft on May 10th, 2023

SKILLS

- Social Media Management
- Graphic Design
- Web Development – WordPress & HTML/CSS
- Content Creation
- Photography & Video Production
- Adobe Creative Cloud – Illustrator, Photoshop, Premiere Pro
- Data Analysis & Visualization