


BOBBY PARKER

CREATIVE & INNOVATIVE MARKETING PROFESSIONAL



CONTACT

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 [Linkedin.com/in/bobbyparker](https://www.linkedin.com/in/bobbyparker)

 Destin, Florida

EDUCATION

M.S., STRATEGIC COMMUNICATIONS

Troy University
2019 to Present

B.S., ELEMENTARY EDUCATION

Florida State University
2010 to 2011

A.A., GENERAL STUDIES

Northwest Florida State College
2007 to 2009

PROFICIENCY

Adobe Creative Suite

Microsoft Office

Google G-Suite

Email Marketing

Social Media Management

Brand & Culture Development

Website Development

Graphic Design

Event Planning

SEO Strategies

EXPERIENCE

MARKETING MANAGER

Howard Hospitality ▪ Miramar Beach, FL. ▪ January 2019 to November 2019

- Developed overall marketing strategies, objectives, and goals for multiple properties including but not limited to social media, email marketing, print advertising, and community partnerships.
- Developed and implemented marketing campaigns for multiple properties including hotel packages to maximize bottom-line revenue.
- Designed and created all marketing collateral in-house including graphics.
- Responsible for the branding of Howard Hospitality as well as the brand management of its hotel properties.
- Developed and maintained strong strategic community relationships and partnerships including nonprofits.

MARKETING COORDINATOR

Howard Hospitality ▪ Miramar Beach, FL. ▪ March 2018 to January 2019

- Assisted in the development of all strategic and tactical marketing initiatives and plans for both digital and print, including the creation, management, and execution of the marketing department calendar and project goals.
- Facilitated the communication and organization of advertising opportunities, including copy generation and content creation.
- Attended community events and festivals as a representative of the company, corporate and property level, as well as to acquire content for digital and print marketing needs.
- Developed and maintained reports for various marketing campaigns and social media channels.
- Developed and maintained internal communication systems including a company intranet, monthly newsletters, and company and corporate emails and announcements.
- Created interesting and relevant bi-weekly corporate branded blog posts with effective SEO strategies.

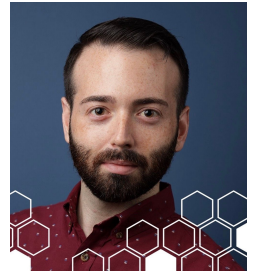
SALES COORDINATOR

Howard Hospitality ▪ Miramar Beach, FL. ▪ May 2017 to March 2018

- Responded in a timely manner to incoming group/catering opportunities that were within predefined parameters and referred opportunities to appropriate sales manager.
- Executed and supported operational aspects of business booked (e.g., entering rooming lists, individual reservations, correspondence.)
- Actively up-sold each business opportunity to maximize revenue.
- Drove customer/client loyalty through excellent customer service before, during, and after their program/event.
- Built and maintained strong working relationships with key internal and external stakeholders.
- Performed other duties including but not limited to PMS billing and routing set-up, coordinated and distributed weekly events communications, represented sales managers when out of office, and conducted property tours.

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SKILLS

Effective Communication
Creative Problem Solving
Proven Leadership Ability
Flexible & Easily Adaptable
Networking & Relationship Building
Project Management
Strategic & Analytical
Innovative Thinking
Goal Oriented
Self-Motivated

MEMBERSHIPS

NORTHWEST FLORIDA CHAPTER FLORIDA PUBLIC RELATIONS ASSN.

Board of Directors, 2019-2020
Member, 2018-Present

YOUNG PROFESSIONALS OF WALTON COUNTY

Board of Directors, 2020
Member, 2019-Present

YOUNG PROFESSIONALS OF DESTIN

Committee Member, 2019-2020
Member, 2019-Present

STAGE CRAFTERS COMMUNITY THEATRE

Member, 2017-Present

EXPERIENCE CONTINUED

CREATIVE DIRECTOR and MARKETING & PR MANAGER

Buccaneer Pirate Cruise • Destin, FL. • April 2012 to January 2017

- Developed and implemented interactive programming for children, teenagers, and adults that generated \$1+ million.
- Developed marketing strategies by examining objectives and planned, scheduled, and completed design and production requirements for direct marketing and advertising.
- Enhanced the company's reputation by accepting ownership for accomplishing new and different requests as well as explored opportunities to add value to job accomplishments.
- Met cost standards by monitoring expenses; implemented cost-saving actions as well as monitored and managed inventory.
- Represented the company and its mission via speaking engagements, public and social appearances, and, as requested, at fundraising events and solicitations.
- Fostered the development of good relations with other cultural organizations by participating in meetings and joint activities where appropriate as a community outreach.

COMMUNITY RELATIONS COORDINATOR

WPSM 91.1 Radio • Fort Walton Beach, FL. • January 2012 to May 2012

- Coordinated the relationship between the radio station and local agencies, civic groups, schools, community groups, political activities, and government agencies as well as cultivated relationships with these groups.
- Planned and designed programs to help the local community and promote a positive image of the radio station while being sensitive to the local community and its needs.
- Developed new and innovative community relations programs in which the radio station took a leadership role that kept the radio station favorable in the public eye, helping to also market the station to the public.
- Developed and maintained the radio station website and various social media outlets as well as constructed monthly email newsletters.

REFERENCE

CATHY JONES

Owner & CEO
Shamrock Innovations
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JESSICA HATHORN

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Grand Hyatt Nashville
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