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CLEO PARKER

Marketing Strategist

Creative analyst who can be counted on to strategically manage a project from beginning to end and deliver actionable results.

CAREER PROFILE

Senior strategic/account planner with extensive experience with major marketing communications agencies across industries in both traditional and digital media. Skilled in designing, managing and presenting qualitative and quantitative research as well as writing and presenting creative briefs. Responds quickly and reliably when tight deadlines arise. Creative, resourceful and intensely curious about the world with a keen interest in sharing insights with others. Enthusiastic lifetime learner who enjoys mentoring others. Expertise includes:

- Project management
- Excellent observational skills
- Designing, managing and presenting market research
- Flexible, adapts to dynamic environments
- Mentoring at all levels
- Strong computer skills
- Web analytics experience
- Superb organizational ability

PROFESSIONAL EXPERIENCE & ACCOMPLISHMENTS

JUMPSTART AUTOMOTIVE MEDIA, Royal Oak, Michigan 2007-2008
Online media rep firm with exclusive relationships with leading in-market automotive sites.

Market Research Director

2007- 2008

Managed and reported market research, advertiser and product case studies, web analytics, and media research metrics across publishers.

- Published case studies demonstrating effectiveness of specific online advertising tactics to drive traffic and specific activities which enabled the sales team to up sell clients.
- Created cross shopping reports used by sales to recommend specific behavioral targeting media buys and increase client interest in working with Jumpstart properties.
- Developed and published comprehensive metrics report across publishers, incorporating comScore, Nielsen, Revenue Science and internal publisher web analytics, providing readily sourced content for sales presentations and raising awareness of portfolio performance throughout the company.
- Managed online research for Video Test Drive product, Jumpstart portfolio site surveys and client survey approval process, resulting in better understanding of in-market auto shoppers.

BBDO-DETROIT, Troy, Michigan 2001-2006
Global marketing communications agency dedicated to the DaimlerChrysler account.

Vice President/Sr. Manager Strategic Planning

2001-2006

Provided consumer insights, market analyses and activity tracking for DaimlerChrysler Cross Brand, Financial, Retail Service and Commercial account teams. Supervised Senior Strategic Planner working on research and planning projects for assigned accounts.

- Managed and reported online study of Chrysler Group video game registrants which led to better understanding of the ways that prospects interact with and respond to video games as a marketing tactic.
- Designed and managed ethnographic study of Five Star dealer customers resulting in client and agency understanding of customer service practices that create exceptional loyalty.

- Conducted depth interviews with developers of the SRT performance brand at DaimlerChrysler to create brand essence document used in development of national launch creative.
- Launched monthly "New Media News" e-newsletter and a semi-monthly video gaming newsletter raising agency and client awareness of new media technologies and their marketing applications; both were praised by recipients from many disciplines.

FCB/BOZELL/KENYON & ECKHARDT, Southfield, Michigan 1982-2000
Global advertising agency handling Chrysler Corporation and other regional and national accounts, including Consumers Energy, Valassis, Coleman, and Little Caesars.

Vice President /Research Manager

1997-2000

Provide consumer insight and market analysis to Chrysler Corporate and Multi Brand accounts.

- Led qualitative and quantitative corporate image research for DaimlerChrysler in the U.S. immediately following the merger which was used to inform the strategy for launch advertising and public relations.
- Handled research for Five Star dealer certification program, leading to first national advertising campaign for the brand, raising awareness of the brand among new car prospects.
- Coordinated pre-launch research for Coleman Back Home outdoor furniture, identifying key prospects and most attractive product features for communications.
- Supervised Archetype Discoveries research project for Consumers Energy which uncovered emotional drivers behind heating and cooling service which informed top management decisions regarding launch of a national appliance service business.

Manager/Research Analyst

1982-1996

Provide consumer insight and market analysis to Chrysler, Plymouth, and Dealer Association accounts.

- Hired, trained, and supervised 3 staff members working on sales and marketing reviews, client marketing requests, and product clinic activities, improving client access to and presentation of information.
- Transformed complex and technical data into presentations and reports that clearly communicated key information, allowing top agency management and clients to better understand domestic and international sales situations, customer profiles, and long-term sales projections.
- Motivated and organized staff to produce annual vehicle line fact books in record time.
- Participated in client small car QFD cross-functional teams, leading to better integration of customer requirements in engineering development process.
- Coordinated initial installation of online sales reporting system, giving agency management immediate access to client and industry sales information.

EDUCATION

MA , Advertising, Michigan State University, East Lansing, Michigan	1982
BA , Market Research Justin Morrill College, Michigan State University, East Lansing, Michigan	1978
• Program included 9 week cross-cultural field experience in England	
Award of Achievement in Web Analytics coursework University of British Columbia	2008
Advanced Communicator Bronze Award, Toastmasters International	2009
Mind and Mood Practitioner Training , FCB, New York, NY	1999

SELECTED PROFICIENCIES

Expert user of Excel, Word, PowerPoint, Access, Mtab, REGIS
Familiar with Omniture, Google Analytics, Urchin, WebTrends and DART (DFA, DFP) online analysis tools
ISO 9001 Internal Auditor at first advertising agency to become ISO 9001 registered
Personal web site development using Dreamweaver, HomeSite, WordPress, HTML, CSS, JavaScript
Mind Mapping and Creativity Tools

AFFILIATIONS

American Marketing Association
World Future Society
Web Analytics Association
313 Digital

Toastmasters International
Association for Behavior Analysis
Adcraft Club of Detroit