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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. Creative, resourceful and intensely curious about the world with a keen interest in sharing insights with others.

### **PROFESSIONAL EXPERIENCE & ACCOMPLISHMENTS**

**STARCOM, Detroit, Michigan** Global media agency **2010-2011**

#### **Associate Media Director, Insights & Analytics**

Managed primary research across all media for all General Motors brands

- Directed execution and reporting of digital advertising research for assigned brands.
- Developed presentations and led team investigating the effectiveness of product integration within multiple television programs
- Directed ad hoc research projects, including questionnaire development, supplier relationships, data analysis and presentation.
- Managed research supervisor and analyst working on primary research projects.

**FREELANCE/CONTRACT** **2009-2010**

**Team Detroit Dearborn MI** Global advertising agency dedicated to Ford Motor Company brands

#### **Product Planning Analyst (Contract)**

- Supporting future product planning activities, created international market and target buyer profiles

**U.S. Census Bureau**

#### **Office Operations Supervisor 2010 CENSUS, Livonia, Michigan Local Census Office**

- Managed office operations for 50 Questionnaire Assistance Centers and 22 Be Counted sites, tracking site utilization, staff assignments, and regional office reporting.

**RKC Marketing, Ann Arbor MI**

- Freelance consultant providing Google Analytics implementation and reporting, search optimization and media planning services to boutique marketing firm.

**Social Media Assignments: Walsh College, Dearborn Dynamic Toastmasters, other non-profit clubs**

- Twitter for Job Seekers presentations, create and manage Facebook pages and events

**JUMPSTART AUTOMOTIVE MEDIA, Royal Oak, Michigan** **2007-2008**

Online media rep firm with exclusive relationships with leading in-market automotive sites.

#### **Market Research Director**

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.
- 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.

**Sr. Manager Strategic Planning**

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.
- 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.

**Research Manager**

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.
- 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. Motivated staff to produce annual vehicle line fact books in record time.

**EDUCATION**

**MA**, Advertising, Michigan State University, East Lansing, Michigan

**BA**, Market Research Justin Morrill College, Michigan State University, East Lansing, Michigan

- Program included 9 week cross-cultural field experience in England

**Award of Achievement in Web Analytics coursework** University of British Columbia

**Advanced Communicator Silver Award, Toastmasters International**

**Mind and Mood Practitioner Training**, FCB, New York, NY

**SELECTED PROFICIENCIES**

Expert user of Excel, Word, PowerPoint, Access, Mtab, Polk Insight

Familiar with SPSS as well as Omniture, Google Analytics, 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, LiveScan fingerprinting

**AFFILIATIONS**

American Marketing Association

World Future Society

Web Analytics Association

313 Digital

Toastmasters International

Association for Behavior Analysis

Adcraft Club of Detroit

Metro Detroit WordPress Meetup