

CLEO PARKER

Livonia, Michigan 48154

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Marketing Strategist

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

CAREER PROFILE

Experienced strategic 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 projects 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

Pet Supplies Plus, Livonia, Michigan Pet Specialty Retailer **2013-2018**

Marketing Analyst

Analyzed and reported data evaluating the effectiveness of marketing and CRM tactics

- Migrated CRM effectiveness and store performance reports from Excel/Tableau to Power BI
- Managed 5,000-member consumer insight community, including recruiting, survey creation and reporting results
 - Topics included branding, segmentation, category insights, shopping behavior, and new product evaluation
- Supported six category management cycles with consumer and marketing insights
- Translated marketing requirements for technical implementations
- Created data displays in Power BI, Tableau, Excel, and PowerPoint for management presentations
- Retrieved and analyzed customer, marketing and CRM data using MS SQL Server

Chrysler LLC, Auburn Hills, Michigan Global Automotive Manufacturer **2012-2013**
Business Analyst, Portfolio Planning (contracted through Aerotek)

Analyzed and reported data supporting future product portfolio scenarios

- Derived marketing insights using mTab, J.D Power PIN, and Experian data retrieval tools
- Created data displays in Excel and PowerPoint to support product portfolio presentations

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 management, data analysis, and presentation.
- Managed research supervisor and analyst working on primary research projects.

FREELANCE/CONTRACT **2009-2019**

Leap Year Pet Supplies "Plus" Pet supply retailer franchise serving the Tampa, FL region

- Developed media and coupon/promotions tracking systems

Team Detroit (GTB) Dearborn MI Global advertising agency dedicated to Ford Motor Company brands
Product Planning Analyst (Contract)

- Supported Ford product planning, 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.

Social Media Projects: Walsh College, Dearborn Dynamic Toastmasters, non-profit dog clubs

- Twitter for Job Seekers presentations, create and manage Facebook ads, 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 the effectiveness of specific online advertising tactics to drive traffic and specific activities which enabled the sales team to upsell clients.
- Developed and published comprehensive metrics reports 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 an online study of Chrysler Group video game registrants which led to a better understanding of the ways that prospects interact with and respond to video games as a marketing tactic.
- Designed and managed an 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.

EDUCATION/AWARDS

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

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

- The program included 9-week cross-cultural field experience in England

2016 "Rookie of the Year" runner-up award for PPC Pet Connection Vision Critical insight community

SQL Coursework, Schoolcraft College

Award of Achievement in web analytics coursework University of British Columbia

Advanced Communicator Gold Award, Toastmasters International

Social Media Micro-Credential Training, Ann Arbor SPARK

SELECTED PROFICIENCIES

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

Dashboard development using Tableau and Power BI

Familiar with SQL-Server and SQL query language

Basic familiarity with Google Analytics, and DART (DFA, DFP) online analysis tools

ISO 9001 Internal Auditor at first advertising agency to become ISO 9001 registered

Familiar with SPSS as well as JD Power PIN, Experian automotive registration analysis tools

Mind Mapping and Creativity Tools, Live Scan fingerprinting