

KELLI R. PARKER

212-321-0869 | kelli@kelliparker.com | www.kelliparker.com | linkedin.com/in/kelliparker

AREAS OF EXPERTISE

Visual Design & Typography
Creative Direction
Frontend Web Development
Luxury Branding & Strategy
Project Management
Client-facing Presentations

TECHNICAL SKILLS

Adobe Creative Suite (InDesign, Illustrator, Photoshop)
Terminal, Git, HTML5, CSS3, Wordpress, Sketch
Slack, Keynote, Word, Excel, Powerpoint

PROFESSIONAL EXPERIENCE

TRADITIONAL MEDIA

NY DAILY NEWS • INTERACTIVE DEVELOPER • 2017-

- Help build online tools, templates and interactive one-offs that extend newspaper storytelling and engage readers in new ways.
- Develop ideas and work alongside award-winning journalists on varied projects — from data-intensive presentations to simple maps and charts to fun quizzes and games, tackling subjects of local and national interest across departments

THE DENVER POST • FEATURES DESIGNER • 2005-2006

- Attracted and engaged younger readers by introducing a more urban, creative edge to the conservative features section.
- Volunteered to revamp Sunday Business, traditionally a creative black hole; transformed what others considered "boring" into something visually compelling

TIMES UNION, INC. • DESIGN EDITOR • 2001-2005

- Functioned above title as Art Director, performing and supervising digital design of print products for all internal products and publications.
- Contributed concepts and design work to lifestyle, food, fashion and entertainment features as well as quarterly special projects

HEARST NEWSPAPERS • JOURNALISM FELLOW • 1999-2001

Inaugural member of a program where recruited journalists worked full-time for 2 years at four different newspapers in varied markets, receiving intense mentoring and real-world professional experience. Markets: *Midland Reporter Telegram*, *Seattle Post-Intelligencer (R.I.P)*, *Houston Chronicle*, *Albany Times Union*

CREATIVE MANAGEMENT

MIRROR NYC • CREATIVE CONSULTANT • 2016

Developed original creative concepts and approaches, oversaw multiple projects through execution, and managed and mentored a team of designers with close collaboration, a true, can't-ignore-it obsession with detail and high expectations in a fast-paced environment.

À DEUX: BESPOKE WEDDING PAPER • FOUNDER • 2008-2016

- Creative director and head of operations for award-winning luxury wedding stationery brand
- Oversaw simultaneous projects, each with specific audiences, stakeholders and sets of objectives while meeting deadlines and maintaining rigorous brand standards
- Hired, managed and mentored a 10-person team and curated a portfolio of high-end vendors and sub-contractors

BOSTON WEDDING GROUP • BOARD OF DIRECTORS • 2011-2015

- Organized annual programming for group's members and staff; managing total budget of \$100K
- Led annual open meeting committee that involved event planning and management, and on-site coordination of a gala with attendees in excess of 500 people

KRP CREATIVE, INC. • GRAPHIC DESIGNER • 2006-2009

- Developed art direction, branding, and user-centered online presences for startups, small businesses, and nonprofits
- Executed a wide variety of projects for clients including President Obama's inaugural festivities hosted by the Congressional Black Caucus, and Creative Direction for Caribbean Living magazine

EDUCATION

General Assembly NYC

- *Product Management Certification*
A deep dive into whether a product is viable, desired by customers, and technically feasible while working with key stakeholders to ensure it meets both customer and business objectives.

Continuing Education

- *Advanced Web Design & Interactive Media*
Completed courses at the Art Institute of Colorado and Rocky Mountain College of Art & Design

The University of Georgia

- *Bachelors of Journalism, Publication Management*
Operational skills and marketing strategies essential for successful leadership in traditional media with a focus on entrepreneurial thinking, business modelling and stakeholder management

KELLI R. PARKER

212-321-0869 | kelli@kelliparker.com | www.kelliparker.com | linkedin.com/in/kelliparker

PROFESSIONAL REFERENCES

Damon Cain
Editor-in-Chief, The Register-Herald
303 887 3943
jdamoncain66@gmail.com

Anthony Graves
Director of Regional Affairs, City & County of Denver
anthony.e.graves2012@gmail.com
303 579 7062

Sara Clemence
News Editor, Travel & Leisure magazine
917 312 8245
saraclem1@gmail.com

Jennifer M. Iovino
Owner, JMI Branding Forward
jennifer@jmibrandingforward.com
617 834 8753

Richard Lovrich
Creative Director, Proctors Theatre
lovrich@me.com
518 461 7493