

KELLI R. PARKER

CHIEF OF STAFF



Charleston, SC



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Meticulous, task-driven professional with 20+ years of varied work experience. Equipped with exceptional ability to facilitate all aspects of internal and external communications, an expert level of managerial and operational acumen, and the skill to support day-to-day operations by working collaboratively with C-level executives. Excellent crossfunctional leadership skills in deadline-driven environments and proven talent for protecting the resource and driving execution across the company.

SKILLS

- Project Management
- Crossfunctional Team Leadership
- Stakeholder Engagement
- Strategic Planning
- Meeting Facilitation
- Communications & Etiquette
- Microsoft Office (Word, Excel, PowerPoint, Outlook, Teams)
- Google Workspace (Gmail, Calendar, Meet, Drive, Docs, Sheets, Slides)
- Graphic Design & Creative Direction

EDUCATION

Bachelor of Arts, Journalism & Publication Management

University of Georgia, 1998

AWARDS

Pulitzer Prize Finalist

Explanatory Reporting: Tulsa Centennial The Wall Street Journal, 2022

Associated Press

1st & 2nd Place: Digital Storytelling New York Daily News, 2022

Best of Boston

Wedding Stationery Design, 2011 & 2014

EXPERIENCE

THE WALL STREET JOURNAL, 2018 - 2022

Design Director, WSJ Pro

Combination art director, photo editor, print designer, product designer, team liaison, and product manager for 13 verticals in the Professional Products portfolio with \$16M in annual revenue

- Partnered with senior management and executive stakeholders on defining project goals and strategic plans, and ensured alignment of performance objectives and targets with strategic and organizational core business goals.
- Led the execution of projects like the redesign of a monthly magazine and centennial of the Tulsa Race Massacre, which was the top story for total audience on the day of publication and a 2022 Pulitzer Prize Finalist

NY DAILY NEWS, 2017-2018

Interactive Development Team

- Created online tools, templates, and interactive one-offs that extended newspaper storytelling including a countdown clock for the Royal Wedding and an interactive tool that tracked rookie Yankee Aaron Judge's home runs
- Developed ideas alongside award-winning journalists on varied projects — from data-intensive presentations to complex maps and charts to fun quizzes and games, tackling subjects of local and national interest across departments

À DEUX: BESPOKE WEDDING PAPER, 2008 - 2016

Founder & Head of Operations

First point of contact for award-winning luxury wedding stationery brand

- Built strong relationships with varied stakeholders to understand their needs and provide proactive insight; collaborated and consulted with design, sales, marketing, product development, and international suppliers
- Managed simultaneous projects, each with specific audiences and sets of objectives while monitoring KPIs, meeting deadlines, and maintaining rigorous brand standards; hired, managed, and mentored a 10-person team

OTHER PROFESSIONAL EXPERIENCE

CHARLESTON COLLEGIATE SCHOOL, 2019-PRESENT

Board of Trustees, Marketing & Communications Chairperson

Acting as a sounding board for the private school's creative strategies and tools, develop and hone innovative ideas and partner with faculty and staff to oversee a consistent and active communication strategy

MIRROR NYC, 2016

Management Consultant

Responsible for developing original creative concepts and overseeing multiple projects through execution. 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 agency environment.

BOSTON WEDDING GROUP, 2011-2015

Board of Directors, Membership Chairperson

Recruited and vetted luxury wedding vendors in more than 25 industry categories, optimized a rigorous application process, including in-person interviews as well as inspections of their place of business

- Organized regular programming for group's members and staff; managing total budget of \$250K; ran monthly professional development meetings and engagement with industry colleagues
- Led annual meeting committee involved in event planning, project management, and on-site coordination of a gala with 500+ attendees

KRP CREATIVE, 2006-2009

Graphic Designer

Developed art direction, branding, and user-centered online presences for startups, small businesses, nonprofits and individuals. 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

THE DENVER POST, 2005-2006

Features Designer

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 editorially compelling.

ALBANY TIMES UNION, 2001-2005

Copy & Design Editor

Functioned above title as Art Director, 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 special projects

SOCIAL



LinkedIn

linkedin.com/in/kelliparker



Instagram

@iamkelliparker

VOLUNTEERING

GED PREP & ESL COACH

Trident Literacy Association, 2022-

Helping adults reverse the cycle and impact of illiteracy through education. Also working with non-native speakers to help them learn to speak, read, understand, and write in English.

FRONT DESK

Barrier Islands Free Medical Clinic, 2022-

Tasks include answering phones, managing medical charts, appointment scheduling, and being responsive to the needs of the uninsured.

HOBBIES

- International Travel
- Abstract Painting
- Fencing
- Sewing
- Small Business Consulting
- Reading & Book Clubs