

Charles J. Parker

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Experience

- 2022-** **A&M Supply Corporation**, Pinellas Park, Fla. **Marketing Manager**
Rebuilt marketing department post-pandemic; lead e-commerce effort for cabinet supply and flooring wholesaler with 9 distribution centers covering Southwest Florida to Central Pennsylvania. Work with vendors to revitalize cooperative programs, promotions and sales support; created system-wide “quick hit” promotions to increase awareness and sales. Introduced company newsletter and revived corporate communications.
- 1998-** **Charles Parker Design**, Seminole, Fla. **Sole Proprietor**
Marketing consultant, writer, photographer and designer. Produce direct mail, promotional materials, custom graphics, newsletters and websites.
- 2018-2021** **Kona Ice of Southwest Pinellas**, Seminole, Fla. **Owner/Operator (Franchisee)**
Operated shaved ice trucks serving the St. Petersburg area. Responsible for all operations, hiring, development, marketing and execution. Increased sales, doubled retail units and poised company for growth; maintained profitable position through COVID-19 pandemic and related changes in business conditions, procedures and regulation. Raised more than \$50,000 for community partners.
- 2013-2018** **Ring Power Corporation**, Riverview, Fla. **Marketing Coordinator & Graphic Designer**
Member of the marketing team for the largest Cat Equipment dealer in Florida. Marketing liaison for several divisions, responsible for internal publications (online and print); ad production and event coordination. Became the first dealer-based Certified Caterpillar Brand Advocate in the Americas (North and South America). Photography, copywriting, email marketing, video editing and content production among responsibilities.
- 2009-2012** **My Marketing Department**, Seminole, Fla. **Partner/COO**
Joined an upstart marketing company to direct production and operations. Led creation of print brokerage, established relationships with a wide range of print partners. Served as production/traffic manager and designer for all advertising, signage, direct mail, email/online campaigns, catalogs and more. Also chief copywriter, editor and photographer. Responsible for project management and initial CRM deployment.
- 2005-2008** **The Tampa Tribune**, Tampa, Fla. **Senior Marketing Designer**
Responsible for maturing and enforcing the brand standards for *The Tampa Tribune* as a member of the award-winning, in-house marketing agency. Worked closely with all departments, platforms and outside clients in a multimedia environment to design and produce effective, research-guided campaigns, advertisements and all varieties of support materials. Wrote copy and covered photo assignments as needed.
- 2000-2005** **Tampa Bay Rays**, St. Petersburg, Fla. **Manager of Print and Graphic Production**
Member of creative team charged with development and production of team’s marketing and branding. Led all phases of production of print materials supporting all team and venue functions. Responsible for conducting competitive bid process for and maintaining relationships with vendors. Produced the team’s media guides and more than 800 collateral pieces annually. Part of the team that created, filmed, edited and produced the team’s 2004 “Let’s Play” television commercials featuring Lou Pinella, Rocco Baldelli, Tino Martinez, Don Zimmer and others.
- 1998-2004** **Florida Golf News**, Winter Haven, Fla. **Layout and Design Specialist**
Responsible for all design and production of a monthly newspaper covering all aspects of golf statewide. Publication ceased in 2004.
- 1997-1999** **RENI Publishing**, Winter Haven, Fla. **Small Business Resource Guides Editor**
Oversaw advertising sales and production of magazine-style resource publications cosponsored by the U.S. Small Business Administration. Produced the annual publication for 53 of 69 local SBA Districts. Led reorganization of division to improve sales and production efficiency, accuracy and timely delivery. Sales goal for the division was \$1.1 million for 1999 (100 percent increase over 1998.)
- Florida Real Estate Journal** **Managing Editor**
Managed content and production of the semimonthly statewide commercial real estate industry publication. Developed new sections; improved production quality; maintained a network of correspondents around the state and covered stories.
- 1995-1997** **Winter Haven News Chief**, Winter Haven, Fla. **Editor**
Responsible for the daily operation of the newsroom as well as the administrative duties of the editorial department. Served as senior editor/manager of all editorial functions.
- News Editor**
Managed all night operations of the newsroom. Responsible for content, design and style of daily newspaper. Coordinated coverage of breaking news.
- City Editor, Community Editor**
Assisted executive editor in the management of 20 writers and photographers in four locations, made assignments, determined coverage needs and edited copy. Led the consolidation of three semi-weeklies into the flagship daily and the conversion from afternoon to morning publication.

Software Proficiency

Adobe Creative Suite (MacOS and Windows)

InDesign (nearly 20 years)	Photoshop (30+ years)	Illustrator (20+ years)	Acrobat (25+ years)
Premiere Pro (basic)	After Effects (basic)	Dreamweaver (basic, including HTML and CSS)	

Microsoft Office Suite (MacOS and Windows)

Word	Excel	PowerPoint	Outlook	Teams
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Education

Florida State University, Tallahassee, Fla.

Bachelor of Science, Communication for Business. Minor in Journalism

Portfolio and work samples available at www.hirecharlie.com • Additional samples & references upon request