

## Hi, I'm Steph Parker.

I'm a digital marketing strategist.

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## Honors.

### 30 Under 30

Forbes, 2013

## Editorial & Press

Digiday  
Huffington Post  
BostInno  
Ragan's PR Daily  
Social Media Today  
The Community Manager  
Business Insider

## Side Hustles.

### Newscred • Online

January 2017 - Present: Freelance Writer

I write 700 - 1,000 word articles about digital strategy for clients like Meltwater.

### General Assembly • Boston, MA

August 2014 - Present: Instructor

I teach GA's accredited Digital Marketing curriculum to part-time evening students & develop my own proprietary workshops for 2-3 hour strategy-focused classes.

## Public Speaking.

NewCo. Week, 2017  
Boston University, 2016 & 2017  
BostInno State of Innovation, 2015 & 2016  
Brandathon University, 2015  
Hubweek, 2015  
Social Media Strategies Summit, 2015  
BOLO Conference, 2013

## Relevant Experience.

### Havas Village • Boston, MA

- Supervisor, Strategy (Socialyse), 2016-Present
- Associate Director, Social & Content Systems (Arnold), 2015-2016

I've owned strategic planning for client's editorial website content. Since moving from creative to media, I've been leading efforts to build out a consulting practice, in addition to planning campaigns. I recently completed a website strategy and design project, in conjunction with Havas leadership. [Titleist](#), [Amazon](#), [Bethesda Softworks](#), [Bob's Discount Furniture](#), [Carnival Cruise Line](#), [McDonald's](#), [FootJoy](#), [Eastern Bank](#), [Huntington Bank](#)

### Allen & Gerritsen • Boston, MA

- Supervisor, Activation, 2014-2015

I drove the agency's digital strategic planning practice in Boston & supervised social media programs. I worked on [Shure](#), [Friendly's](#), [Black Fig Vodka](#), [First Citizens Bank](#), [Blue Cross Blue Shield](#)

### Hill Holliday • Boston, MA

- Associate Social Media Strategist, 2013-2014

I worked with creative teams to plan content for a client's 2014 Olympics sponsorship. I also built a crisis communications strategy for a client that scaled across its North & South American offices for training and implementation.

[Liberty Mutual Insurance](#), [Harvard Pilgrim Health Care](#), [Chili's](#)

### Allen & Gerritsen • Philadelphia, PA

- Community Manager, 2011-2013

I created & designed social content for clients, managed their online presence, built organic channel strategies, and produced marketing materials for the agency to use in new business efforts. My work with social content & analytics was recognized by Forbes.

[Dietz & Watson](#), [Sunoco](#), [Comcast](#), [Donate Life Pennsylvania](#)

### Nakturnal • Philadelphia, PA

- Online Marketing Assistant, July 2010 - February 2011

I pitched influential music bloggers to drive YouTube views of Kellee Maize's music. As a result, she was chosen to perform at Bonnaroo that year.

[Kellee Maize](#)

## Education.

### American Association of Ad Agencies (4As) • Philadelphia, PA

[Certificate, Institute of Advanced Advertising Studies Program](#)  
Class of 2013

### The University of the Arts • Philadelphia, PA

[Certificate, Communication Design](#)  
Class of 2012

### Drexel University • Philadelphia, PA

[B.A., Corporate & Public Relations](#)  
Class of 2011; Cum Laude