



Parker Bensyl

Marketing Professional

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experience

♦ KW Kansas City Metro

Marketing Coordinator | May 2024 - present

- Plan and execute multimedia marketing campaigns for internal and external events.
- Spearhead social media campaigns across Facebook and Instagram to expand brand reach and agent visibility, increasing social engagement by more than 200% and follower count by 35%.
- Develop highly targeted email marketing campaigns, doubling click-through rates via audience segmentation and A/B testing.
- Cultivate and maintain partnerships with clients and agents, selling customized marketing packages and services to grow revenue.

♦ Genie Health

Marketing and Graphic Design Intern | March 2022 - June 2024

- Planned and scheduled social media content across Facebook and Instagram, supporting consistent brand presence for healthcare providers and patients.
- Worked independently and remotely to provide creative solutions to various problems and updates to outdated marketing materials.
- Wrote original copy for use in social posts and blogs using relevant keywords and current trends.

♦ Missouri State University Campus Recreation

Building Manager | August 2022 - May 2024

- Led on-shift operations across five departments, supervising student staff and delegating tasks to support seamless facility operations and successful event execution.
- Served as on-site event lead, ensuring timelines, safety protocols, and operational needs were met while troubleshooting issues in real time.
- Provided performance feedback and training to student employees supporting events, contributing to improved staff readiness and event outcomes each semester.
- Responded to attendee inquiries and managed event-related incidents and emergencies promptly, completing post-event documentation and reports as needed.

Graphic Artist | February 2021 - May 2024

- Worked cross-functionally with the marketing team to plan, organize, and execute community events, reviewing attendance data and event outcomes to guide improvements for subsequent years.
- Adhered to established guidelines in distribution of flyers, programs, and brochures to maintain image and branding of Missouri State and partner organizations.
- Received and executed feedback from supervisors on designs produced and delivered.
- Delivered consistent, quality work created using industry standard Adobe Creative Suite products including Photoshop, Illustrator, and InDesign.

education

♦ Missouri State University

Bachelor of Fine Arts - Graphic Design

skills

Adobe Illustrator, Photoshop, After Effects, InDesign, Canva, Figma, Digital Photography
Social Media Management, Meta Business Suite, Event Planning, Email Marketing,
Mailchimp, CRM Platforms, WordPress, Elementor, Basic HTML & CSS, SEO