

parker

Parker Bensyl

Marketing Professional

parkerbensyl@gmail.com ✉️ parkerbensyl.com

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Worked independently and remotely to provide creative solutions to various problems and updates to outdated marketing materials.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