

D. Ryan Parker

7873 Hunters Grove Road
Jacksonville, FL 32256
(904) 993-8040
dryanparker@gmail.com

WORK

Director of Brands
NICHE technologies, Inc. / VideoPros.com / Vidli.com / Luxurio Inc.
Denver, CO

February 2008 - June 2009

Internet start-up specializing in proprietary web site development for real estate search and online video licensing.

- led creative strategy across copy writing, web layout, print production, animation, photography and advertising
- defined successful marketing campaigns drawing 200,000+ web site visitors monthly
- developed comprehensive standards for graphic assets, identity systems, positioning and brand governance
- consulted for creative services under tight deadlines, securing new partnerships
- directed corporate communications including business development, proposal writing and trade show operations
- used social media to build a broad, consistent user experience

Business Consultant
McGriff Group
Jacksonville Beach, FL

March 2007 - December 2007

Consulting firm specializing in marketing activation for corporate sponsors of the PGA TOUR.

- directed networking and entertainment venue for Zurich executives and corporate guests at ZURICH CLASSIC OF NEW ORLEANS
- created executive presentation and associated marketing materials for PGA TOUR sponsorship renewal
- managed fan-interactive marketing venue at THE PLAYERS, generating more than 100,000 brand impressions for UBS during tournament week
- researched industry trends and documented sponsorship statistics to ensure efficient use of client resources

Development Manager
Intrawest Corporation, Placemaking Southeast
Orlando, FL

May 2005 - May 2006

Award-winning international resort development company based in Vancouver, BC.

- developed comprehensive plan and managed all aspects of interior office redesign and renovation project
- forged relationships with project stakeholders including C-level executives and other influential parties
- assisted in master planning of proposed resort including project envisioning, golf course routing and satisfaction of residential, commercial, amenity and service program criteria
- selected for and completed INTRAWEST WAYS resort development apprenticeship program
- beta-tested company intranet portal, offering guidance and feedback to core development team
- initiated RFPs, reviewed candidates and awarded contract for environmental graphics program
- built detailed organizational spreadsheets for FF&E procurement and budgeting for Westin hotel in Orlando, FL; applauded for leading to on-target projections

SCHOOL

UNIVERSITY OF FLORIDA

Hough Graduate School of Business
MS Real Estate & Urban Analysis
April 2005
GPA 3.9/4.0

UNIVERSITY OF FLORIDA

BA Economic Geography, graduating summa cum laude
December 2002
GPA 3.9/4.0

Honors Thesis: "The Location Quotient Procedure Applied to Business Geographic Market Analysis"

SKILLS & INTERESTS

Software	ADOBE Creative Suite, MICROSOFT Office Suite, MICROSOFT Project, AutoCAD, Salesforce, 37signals web-based collaboration and project management platforms, GIS, ADOBE After Effects
Photography	Fine art landscapes and architectural imagery, digital asset management, ADOBE Lightroom
Golf	Highly-advanced playing ability (+2 handicap), lifelong commitment to enjoying the game
Architecture	Appreciation for the ARTS & CRAFTS movement, specifically the work of GREENE & GREENE
Music	Accomplished bass guitarist, former Nashville session player

AFFILIATIONS

Urban Land Institute Young Leader
American Institute of Graphic Arts Professional Member

STATEMENT

The diversity of my background speaks to my versatility in adapting to any environment and mastering anything thrown at me. I seek opportunities to be challenged creatively, personally and professionally. I draw great inspiration learning from the very brightest people in their given profession, and I am driven to soon become such an asset.

LINKS

LinkedIn	www.ryanparker.me
Creative	www.krop.com/rparker
Updates	www.twitter.com/parlory

References available upon request. Written recommendations can be found on my full LinkedIn profile.