

# AMELIA PARSONS marketing | event planning | graphic design

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## Contact

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<https://amelia-parsons.com>

## Education

### Emmanuel College

Bachelor of Arts, Marketing

Minors in Graphic Design and Management

**Received:** May 2024

**GPA:** 3.57

*Honored Cum Laude*

*Dean's List (2022-2024)*

*Kappa Pi Honor Society*

*Leadership Cord Recipient*

### Relevant Courses:

Advertising & Promotion

Consumer Behavior

Marketing Strategy & Research

Interactive Design

Package & Publication Design

Poster & Information Design

## Skills

### Software

Adobe Suite, Canva, Google

Workspace, Microsoft Office,

Qualtrics, SPSS, Squarespace

### Social Media

Instagram, X (Twitter), TikTok,

Facebook, LinkedIn, YouTube

### Marketing

Digital content creation

Social media marketing

Website building & upkeep

Brand development

Event planning & management

## Experience

### Emmanuel College Programming Team

**Creative Strategist, May 2022 – May 2024**

- Designed impactful digital and printed advertisements for the organization and its events including social media content, merchandise, emails, flyers, and campus signage.
- Developed brand recognition through consistency of marketing pieces to drive social media engagement to over half of the total undergraduate student body.
- Collaborated with social media team to execute a detailed marketing plan, focusing on student involvement.
- Successfully planned and executed major campus events weekly alongside organization members, resulting in an average of over 150 student attendees per event and a successful organization run by students, for students.

### FableVision Studios

**Marketing & Studio Op. Intern, Sept. – Dec. 2023**

- Produced engaging social media content and marketing collateral across several platforms to increase user engagement and brand awareness online.
- Assisted in organizing studio events, including open houses and staff parties, resulting in enhanced team morale and strengthened client relationships.
- Played a key role in assisting production, sales, and marketing teams with other duties and tasks as requested to improve company operations and performance.

### Levitate Music & Arts Festival

**Festival Operations Intern, July 2023**

- Assisted in overseeing volunteer ticketers and security workers at festival entrance, maintaining a welcoming and secure environment for over 20,000 attendees per day across three days.
- Managed festival sections and gift packages for VIP ticketholders, ensuring customer satisfaction and retention.
- Contributed to green room operations and the needs of artists, fostering positive relationships with festival talent.