

Parker Franklin

(470) 587-7035 | phf19@fsu.edu | [linkedin.com/in/parkerhfranklin](https://www.linkedin.com/in/parkerhfranklin) | <https://parkerfranklinmusic.com/>

Education

Florida State University Honors College | Tallahassee, Florida

Bachelor of Science, Management Information Systems

Bachelor of Arts in Music, Commercial Music Emphasis (Music Business)

Minor in Commercial Entrepreneurship, Specialized Studies in Music Entrepreneurship

Honors: Phi Beta Kappa, Pi Kappa Lambda, Phi Eta Sigma, Outstanding Senior Scholar, Garnet & Gold Scholar, Honors in the Major

December 2023
GPA: 3.978/4.000

Professional Experience

Council on Culture & Arts | Tallahassee, Florida

Data Analyst, Project Manager

April 2022 - present

- Utilize robust analytical skills, strong time management skills, and a go-getter attitude to generate insights from 300+ organizations to support decision-making for Americans for the Arts, uncovering that the arts in the U.S. generates over \$151.7 billion in revenue annually.
- Manage multiple assignments at any given time and thrive in a dynamic, fast-paced environment while managing multiple projects and tasks simultaneously with the flexibility to adapt to changing priorities.

Universal Music Group | New York, New York

Global Technology Intern

June 2023 - August 2023

- Collaborated with the Global Technology team to quickly grasp new concepts and sought after challenges.
- Led a team of 8 collaborators to redesign the IT client services platform, presented demos to executives, and proposed new web design methodologies, resulting in a platform overhaul for increased user friendliness.
- Engaged in executive meetings, sharing opinions of technology expertise and insights for strategic, deadline-driven decision-making.
- Gained a strong awareness of music industry data platforms, charts and services, building upon a curiosity about understanding the functionality of music business units within the industry.

Florida State University College of Music | Tallahassee, Florida

Undergraduate Music Affairs Data Assistant

August 2021 - December 2023

- Answered phones, maintained schedules and provided administrative support to the Academic Dean.
- Utilized comfort with data collection and distribution, leading to a 40% increase in employee satisfaction and establishing lasting agile frameworks for student record use and filing system upkeep.
- Received, organized and followed up on all incoming invoices and current or outstanding payments for office materials, maintaining the office budget with extensive data collection.
- Input, checked and monitored data, overseeing the creation and maintenance of student financial contracts for sustained efficiency.

Projects

Honors in the Major Thesis | Tallahassee, Florida

Changes in Information System Use: The Effects of the COVID-19 Pandemic on Arts-Related Organizations in Tallahassee

March 2023

Undergraduate Researcher

- Utilized a passion for media, entertainment, and arts to conduct an in-depth analysis of workplace structures and new technological resources in light of the COVID-19 pandemic, investigating the impact on diverse music and arts organizations.
- Analyzed and reviewed information from several different sources, enabling comparative assessments to determine the varying effects of the pandemic, finding over a 50% increase in productivity from the organizations.
- Engaged in extensive research and formulated a thesis, presenting insightful findings to the advisory board committee members.

TEDx FSU | Tallahassee, Florida

Entertainment Coordinator

September 2020 - April 2021

- Compiled necessary information regarding musical compositions, addressing event needs and ensuring copyright guidelines were followed, leading to an event turnout of over 200 guests.
- Delivered audio files to leadership for music selection based on audience demographics, leading to a 95% satisfaction rate among attendees.

Creative Social Medias

Instagram: @phfmusic

YouTube: @parkerfranklin

TikTok: @parkerfmusic

- Utilize a detailed knowledge of all genres of music and digital media to create diverse music content.

Leadership and Service

FSU College of Music Undergraduate Affairs | Tallahassee, Florida

Board of Advisors Coordinator

May 2021 - December 2023

- Prepared, processed, tracked and organized start forms and training for new student advisors, onboarding over 60 members during tenure.
- Showcased excellent interpersonal, analytical, and organizational skills, facilitating events and managing Board of Advisors projects.
- Oversaw the creation of marketing assets, both physical and digital, resulting in a 400% boost in social media presence and engagement.

Kappa Kappa Psi | Tallahassee, Florida

Events Director

January 2022 - January 2023

- Collaborated with the chapter's executive board members to curate music repertoires for chapter performances.
- Directed and conducted rehearsals and events, providing guidance to members with diverse musical backgrounds.
- Scheduled recital venues and integrated educational methods into rehearsals for enhanced learning and performance.

Technical Skills

- **Microsoft Office Suite:** Advanced knowledge in Word, Excel, PowerPoint, and Outlook.
- **Data Visualization and Analysis:** Proficient in Tableau and SQL.
- **Programming:** Proficient in Python programming.
- **Google Suite:** Advanced knowledge in Google Docs, Sheets, Slides, and Drive.
- **Agile ALM, WAs, ERPs:** Monday.com, Azure, Figma, ServiceNow, SAP.