

# PARKER OELRICH

## MARKETING

### CONTACT



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Parkeroelrich.site



Provo, UT

### SKILLS

Event Promotion/Management

Grassroots Marketing

Brand Development

Data Analytics

### EDUCATION

#### Business Management

#### Brigham Young University - Idaho

2021-2022

#### Notable Classes

-Consumer Behavior  
-Organizational Leadership

#### Marketing

#### Utah Valley University

2023-Current

#### Notable Classes

-Principles of Accounting  
-Principles of Marketing  
-Marketing Analytics  
-Professional Selling

### LANGUAGES

English 

ASL 

### PROFILE

Dynamic and Results-Driven Marketing Intern with a Passion for Creativity and Analytics. Proven dedication to campaign development, adept brand development, and a commitment to data-driven decision-making. Eager to contribute a strong academic foundation and practical skills in a collaborative and professional setting

### WORK EXPERIENCE

#### Co-Founder/ Camp Manager

H.A.W.G.S Youth Lacrosse Camp

2017-2018

- Spearheaded the launch, promotion, and management of Hollister, California's first youth lacrosse camp.
- Successfully implemented a grassroots marketing campaign, resulting in a fivefold increase in attendance over two summers.
- Oversaw volunteer coaches and devised tailored daily schedules for campers aged 6-18.
- Provided informative responses to inquiries from parents of potential participants.

#### American Sign Language Interpreter

Madison School District -> Alpine School District

2021-Current

- Utilized strong communication skills to facilitate effective interaction between diverse individuals.
- Adapted communication strategies to meet the needs of deaf and hard-of-hearing students, enhancing inclusivity.
- Honed communication abilities and developed the capacity to tailor messages to diverse audiences, directly transferable to the dynamic field of marketing.
- Coordinate with fellow interpreters for seamless service delivery.

#### Vice President - Silicone Slopes Chapter

UVU Marketing Associate

2024-Current

- Led strategic initiatives to expand chapter influence within the Silicon Slopes community.
- Coordinated events and workshops, fostering strong relationships with local tech industry leaders.
- Enhanced member engagement through targeted marketing campaigns and professional development programs.
- Collaborated with chapter members to drive innovation and align chapter goals with industry trends.