

J. PARKER OELRICH

Aspiring Marketing Professional

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Provo, Utah



SUMMARY

Results-driven marketing professional passionate about creativity, brand strategy, and data analysis. Experienced in campaign development with a strong focus on data-informed decision-making. Known for combining strategic thinking with a hands-on approach to support team goals. Eager to contribute, learn, and grow within a collaborative, fast-paced environment.

EDUCATION

Brigham Young University - Idaho

Pursuit of Bachelor's Degree in Marketing
2021- 2022

Utah Valley University

Pursuing Bachelor's Degree in Marketing
2022 - Current

SKILLS

- Strong organizational and time-management skills
- Exceptional communication and interpersonal skills
- Ability to work independently and as part of a team
- Creative problem-solving and adaptability in fast-paced environments
- Experience in managing campaign projects and events

CERTIFICATIONS

- Stukent - Marketing Principles Simternship
- Stukent - Social Media Marketing Simternship
- EIPA 4.1

LANGUAGES

- English -Native
- American Sign Language - Fluent

PROFESSIONAL EXPERIENCE

Co-Founder/Camp Director

Hollister HAWGS 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.

Vice President - Silicone Slopes Chapter

UVU Marketing Association | 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.

Marketing & Events Intern

Dahlia's Hope | 2025 - Current

- Designed digital content for social media, email campaigns, and marketing materials.
- Assisted with planning and execution of fundraising events and sponsor outreach.
- Supported event logistics, including set-up and breakdown.
- Led data collection efforts to track event feedback