




ROBYNNE PARKINGTON

CONTACT

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 robynneparkington.com

 Philadelphia, PA

DEGREES

TEXAS TECH UNIVERSITY
Communication Studies

THE ART INSTITUTE OF
SAN DIEGO
Graphic Design

SKILLS

Integrated Marketing
Omnichannel Campaign Strategy
Creative Direction
Brand Development
Storytelling
Team Management
Digital Marketing
Social Media
Marketing Analytics
Event Management
Graphic Design
Copywriting
Project Management
Sales Enablement
Public Speaking
Karaoke
Penmanship

PROFILE

I'm a strategic marketing and brand leader with more than 15 years of omnichannel campaign experience. My approach to creative problem solving is grounded in data and designed through empathy. If you're looking for a positive and creative thinker that loves to lead teams towards sustainable solutions, look no further.

WORK EXPERIENCE

SENIOR DIRECTOR OF MARKETING

I Live Here I Give Here | September 2021 - Present

Head of marketing, communications, and online engagement for the nonprofit's brand and 8 annual programs, including Amplify Austin Day.

- Elevated all branding and messaging through the creation of a new Brand Guide, Messaging Platform, and Voice & Tone Guide.
- Managed 15 independent contractors, including interns, staff, agencies, and more than 40 media partners to execute agile marketing campaigns.
- Executed a new email automation strategy to nurture program participants, earning 30k new email subscribers, with an average open rate of 54%.
- Developed a digital marketing strategy, increasing year-round website traffic by 27%.
- Grew the nonprofit's social media accounts by 5,000+ followers with a consistent 10% engagement rate on Instagram.
- Performed market research to reach a wider audience, leading to 30% more campaign impressions and \$2.2 Million donations from marketing attributed channels.

MARKETING STRATEGIST

Mighty Citizen | April 2020 - September 2021

- Marketing lead for all agency clients in charge of integrated marketing strategies, digital marketing, analytics, media buying, and content curation.
- Broadened internal marketing team initiatives with the introduction of remarketing tactics and a new marketing automation platform.
- Led strategy for more than a dozen clients across nonprofit, associations, higher education, and government agency industries.
- Created agency-wide standards for client reporting and goal-setting.

SENIOR STRATEGIC BRAND MANAGER - NORTH AMERICA

WeWork | August 2017 - February 2020

Promoted from territory marketing to a national role leading brand strategy, omnichannel campaign management, creative production, and sales enablement efforts for North America's Integrated Marketing team.

- Oversaw the creative direction, strategy, and launch of several national integrated marketing initiatives, including product marketing messaging and collateral, ad content tool kits, and go-to-market plans.
- Led a team of designers and developers on a global implementation strategy that contributed to \$2 million in revenue within its first 6 weeks.
- Managed over a dozen creative production contractors and agency relationships on behalf of the North American marketing team.
- Global Marketing Award "Marketer of the Year" 2018 recipient.

ROBYNNE PARKINGTON

VOLUNTEER EXPERIENCE

CREATIVEMORNINGS

Board of Directors /
Head of Event Production
July 2015 - December 2022

AUSTIN DESIGN WEEK

Digital Marketing Director
July 2016 - December 2019

PUBLIC SPEAKING

CREATIVEMORNINGS AUSTIN

Keynote Speaker
February 2025

DIGITAL SUMMIT

Featured Speaker
2020 - 2023

SXSW

Featured Speaker
2018 + 2019

GENERAL ASSEMBLY

Teacher
January 2017 - April 2021

SOCIAL MEDIA WEEK AUSTIN

Workshop Instructor
2017 + 2018 + 2019

HOBBIES

DIY Craft Projects

Running

National Parks

Parenting

WORK EXPERIENCE CONT.

ASSOCIATE CREATIVE DIRECTOR

Social Distillery | April 2016 - August 2017

Promoted to Associate Creative Director, responsible for all digital media campaign and content strategies, ideation, and execution for the entire portfolio of business.

- Created strategic activation opportunities for clients such as, online brand presence, social media creative campaigns, and established data and measurement goals.
- Formalized the new business proposal process, generating \$500,000 in new revenue in 2017.
- W3 Award "2017 Gold Social Content & Marketing-Humor" recipient.

STRATEGIC PARTNERSHIPS + GRAPHIC DESIGNER

FreshForm Interactive | January 2015 - December 2015

Established and negotiated strategic partnerships for the agency's first satellite office in Austin, while assisting with design strategy and production for a variety of internal brand efforts and external client projects.

- Initiated the new business and marketing plan across the Texas market, which contributed over \$600,000 in revenue generation within 8 months.
- Developed a surprise-and-delight campaign for potential and existing clients and partnerships in order to build and maintain authentic relationships.

PARTNERSHIPS MARKETING LEAD

Competitor Group | January 2013 - December 2014

Developed relationships with nonprofit organizations and served as a marketing consultant on behalf of the Rock 'n' Roll Marathon event series.

- Established strategic partnerships for co-sponsored promotional events, yielding 68% retention rates annually.
- Lead the strategy and design of marketing assets for partnership development initiatives.

MARKETING MANAGER

American Cancer Society / Crohn's & Colitis Foundation | July 2011 - October 2012

Launched the go-to-market strategy for the "DetermiNation" and "Team Challenge" running group brands in the Houston market, recruiting participants through grassroots and traditional marketing efforts.

EVENT MARKETING MANAGER

Free People | October 2010 - July 2011

Managed the partnerships and event calendar for Houston's Free People retail stores, including hosting regular in-store activations, contests, and maintaining each location's social media pages in an effort to build community for our clients.

MORNING RADIO SHOW HOST, "THE WOODY SHOW" on 94.1 KTFM

Border Media | March 2008 - October 2010

Right out of college, I was lucky enough to land my "dream job" - hosting a morning radio show. With the help of an amazing staff of producers, marketers, and seasoned radio veterans, we built the #2 ranked radio show in San Antonio. We raised thousands of dollars for charity, launched crazy publicity stunts, and interviewed celebrities on the Grammys red carpet. However, it was during this time that I realized my true passion wasn't performing for an audience. It was working behind-the-scenes to craft those experiential moments. So with that, I made the move to my real dream job, marketing. And I've never looked back.