

SHANE PARKER

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PROFESSIONAL SUMMARY

Versatile creative with experience in content strategy and content creation for social media, web, email, print, and UX. Proven ability to collaborate with cross-functional teams to conduct extensive research and ensure that all content aligns with the brand's tone and messaging. Skilled in storytelling and complex problem-solving, using data-driven insights to optimize messaging and achieve business objectives. Passionate about delivering high-quality content that resonates with target audiences and delivering measurable results.

AWARDS

- 3 Gold American Advertising Federation Awards

EDUCATION

University of North Alabama

Bachelor of Science; Major in Psychology & Sociology

Florence, Alabama

2015

WORK EXPERIENCE

Marketplace Branding Senior Copywriter

St. Louis, Missouri
August 2023 – Current

- Serve as the lead writer for Cognizin and Paragon Pet Grooming, as well as other nutraceutical and pet brands.
- Spearhead the creation of engaging and persuasive copy for a wide range of projects, including website content, social media campaigns, branding initiatives, and digital marketing materials.
- Foster seamless collaboration with cross-functional creative and strategy teams to ensure a unified approach, aligning content with brand objectives and maintaining consistent messaging across multiple channels.
- Proactively research and stay abreast of industry trends, emerging technologies, and best practices, strategically incorporating innovative approaches into content creation to enhance its overall effectiveness.
- Leverage data derived from our research teams to inform content strategy, driving thought leadership for our partners within the pet and nutraceutical industries.

New Honor Society an FCB Company Copywriter

St. Louis, Missouri
July 2021 – August 2023

- Served as lead writer for global technology brands: Microsoft and Logitech.
- Developed copy and content strategies for social media, web, email, and video content.
- Collaborated with strategists and designers on all campaigns.
- Utilized research in cognitive and behavioral psychology to create data-driven content.
- Directed voice talent for a variety of global video projects.
- Led in-house photography for social media and promotional materials.
- Mentored junior copywriters and led summer intern programs.

Drive Social Media Copywriter

St. Louis, Missouri
January 2020 – July 2021

- Wrote data-driven copy for social, web, PPC, and email across 10 industries.
- Acted as team SEO specialist, utilizing tools like SEM Rush and Google Analytics to improve traffic.
- Created user-centered web content with UX developers and design teams.
- Worked with managers, developers, and designers to ensure web content was consistent with client goals.
- Led creative teams, collaborating with directors, analysts, and other stakeholders to develop impactful campaigns.
- Created new SOPs that were implemented across the agency.

Turbo Coffee Roasters / Greasy Hands Barbershop
Content Manager

Tuscaloosa, Alabama
July 2018 – May 2019

- Managed social media channels, developed content calendars, and analyzed performance metrics.
- Conducted market research and competitive analysis to inform content strategy.
- Ideated and executed guerilla marketing activations that generated new business.
- Created high-quality photo and copy assets for all social media and printed materials.