

Hubert Parker

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EXPERIENCE

DIGITAL MEDIA DESIGN CUSTOMER OPERATIONS ASSOCIATE MANAGER

Dallas, TX

04/2015 – present

- Work with peers across the organization and industry to establish and execute best practices
- Participate in strategic planning, budget management, and development of policies and procedures
- Proven track record of leading, motivating, developing and coaching employees; building a high performance team with demonstrated success in developing and retaining high performing employees
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- Analyze, develop, and report on team KPIs while driving for improvements
- Interview, hire, develop and engage top talent while ensuring a pipeline of talent is established for future roles ensuring alignment with budgeted headcount
- Work collaboratively with the Quality Assurance team to ensure a quality plan is in place and executed across the team

MEDIA, DIGITAL & E-COMMERCE MANAGER

Philadelphia, PA

11/2011 – 01/2015

- Work with designated media agencies, brand teams and global media team to improve the efficiency and effectiveness of RB Ireland media efforts
- Working across teams to help develop measurement strategy that will offer planning insights to inform our media investment strategies
- Ensure our media contracts are delivered, through management and coordination with key stakeholders
- Control spending vs plans and joint business plan agreements, working closely with the finance teams on budget movement and revisions
- Support the brand teams in development and delivery of effective media campaigns
- Prepared to challenging RB current media strategy and buying, providing a fresh perspective on our brands media/marketing laydowns and investments
- Analyse competitor media strategies to help improve RBs campaign effectiveness and competitiveness

RESIDENTIAL DIGITAL MEDIA MANAGER

Detroit, MI

09/2006 – 08/2011

- Hires Students (makes hiring decisions)
- Seek out under developed segments to further expand university voice (ie sports, chapel, etc.)
- Devise metrics and track relevant stats in order to keep plan on target, or to inform plan revisions. Produce summary reports to measure engagement and effectiveness of the overall plan
- Collaborates with team and executes paid search campaigns for the residential campus
- Develop a team of student workers to be involved in executing the plan and also to gauge student engagement, particularly with all university social media outlets. Delegate and monitor their activity
- Create a logbook of usernames, passwords, etc. and keep current with user access information
- Manage the creative and administrative process, including calendar and content planning, design and delivery for the successful execution of Admissions and other residential campus related email campaigns

EDUCATION

UNIVERSITY OF GEORGIA

Bachelor's Degree in Marketing

SKILLS

- Attention to detail and ability to work on multiple projects
- Thorough knowledge of the digital media industry
- Ability to work in a matrix structure and exert its influence with the different teams
- Good organizational skills and time management
- Strategic thinking with ability to offer creative solutions
- Experience in the field of e-commerce (an asset)
- Digital product management experience
- Team
- Bilingualism (French and English)