

# Parker S. Barnett

16 Pine Road, Sharon, Massachusetts 02067  
781-801-6244 parker.s.barnett@gmail.com

## **EDUCATION**

University of Miami, Coral Gables, Florida

**Bachelor of Business Administration**, May 2013

Economics & Business Management 5/2013 GPA 3.6

**Boston StartUp School**, Summer 2013

## **RELEVANT EXPERIENCE**

DotCo Internet, Miami, Florida

**Channel Programs Manager** May 2013 – Present

- Execute and manage channel partner incentive programs
- Develop channel marketing collateral for both online and offline use as it relates to the overall corporate message
- Support the combined channel and consumer marketing initiatives and associated business development programs

DotCo Internet, Miami, Florida

**Marketing and Business Development Intern** October 2012 – Present

- Tracked and presented metrics of international business partnerships to company executives
- Drafted and published case studies to go.co for a membership program
- Analyzed and tracked accelerator and incubator programs quarterly

Abbott Nutrition, San Francisco, California

**Consumer Product Retail Sales Intern** May 2012 – August 2012

- Revealed a \$3.4MM incremental sales opportunity for EAS Lean 15 a multi-national grocery through competitive analysis
- Trained as Retail Sales Rep., assessed drug and specialty stores for product recall
- Sold in over \$9K worth of end-cap space into Wal-mart, outselling all 9 other retail sales interns

University of Miami Housing and Residential Life, Coral Gables, Florida

**Residential Assistant**, August 2010 – Present

- Counseled and mediated conflicts & crises of on-campus students
- Developed and executed programming for 800 students with outside vendors
- Participated in diversity training and implementation of diversity programming

Norfolk District Attorney's Office, Quincy, Massachusetts

**Victim/Witness Advocate Intern**, June 2011 – August 2011

- Advocated for victims/witnesses of high profile crimes at the District Attorney's Office
- Assisted professional legal teams in day to day operations
- Worked in teams of legal and undergraduate interns to coordinate tasks within the office

## **HONORS**

- 1 of 11 Undergraduate Business students listed in the Who's Who Among Students in American Universities and Colleges 2013
- 3<sup>rd</sup> Place in University of Miami Business Plan Competition
- Provost's List & Dean's List

## **ACTIVITIES**

- Brother of Alpha Kappa Psi Business Fraternity, Inc.
- Speaker of the Student Government Senate
- Volunteer, Bill Clinton Global Initiative