ANDREW PARKS
Content Strategist

aparks@self-titledmag.com   ‖ **(347) 276-9198**

EXPERIENCE

Songtrust ‖ Content Strategist ‖ March 2021 - Present
- Leading a complete overhaul of customer service copy and client-facing blog content

Minnevangelist ‖ Creative Director ‖ February 2019 - Present
- Research, photograph, and write about noteworthy destinations in the Upper Midwest
- Connect with a diverse audience across key social media platforms
- Implement the latest SEO techniques based on analytics and consumer trends

self-employed ‖ Copywriter / Editor / Communications Specialist ‖ May 2003 - Present
- Produce owned media projects for such major brands as Red Bull, Apple, Hennessy, Visit California, Marriott, Aer Lingus, Explore Minnesota, Fodor's Travel, and Michelin
- Write feature stories for such major publications as *Minnesota Monthly*, *New York*, *Condé Nast Traveler*, *Food & Wine*, *Bloomberg*, *Bon Appétit*, and *Travel + Leisure*
- Contribute to marketing campaigns within the food, travel, and entertainment industries

self-titled ‖ Editor / Publisher ‖ January 2008 - Present
- Edit and write content for one of the music industry's leading independent publications
- Oversee brand strategy, user research, and an international team of contributors

eMusic ‖ Director of Merchandising ‖ April 2011 - June 2012
- Led merchandising campaigns aimed at a core demo of devoted music fans
- Conceptualized, produced, and managed record-breaking sales initiatives

Apple ‖ Copywriter ‖ May 2004 - April 2011
- Edited iTunes playlists and executed special projects for stakeholders like Activision

Rolling Stone **‖ News Reporter ‖ August 2006 - April 2007**
- Aggregated and reported the day's top news stories

Entertainment Weekly **‖ Information Architect ‖ January 2004 - August 2006**
- Assisted Time Inc.'s online librarian with CMS projects and site maintenance

EDUCATION

Syracuse University - *B.S., Magazine Journalism (2003)*
CareerFoundry - *Intro to UX Design (2020) / UX Immersion (2021)*

SKILLS

Adobe Creative Cloud, brand development, CMS, content strategies, graphic design, HTML, information architecture, Keynote, project management, social media, Wordpress