



JOSEPH ROSS PARKS

Web Design & Development

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    @josephrossparks

SKILLS:

Technical

HTML/CSS/JavaScript
React
Node

Adobe Creative Suite
Git & GitHub
Sketch

Personal

Reckless Optimism
Improv Comedy
Tea Drinking

Sock Collecting
Notebook Filling
Mario Kart-ing

EDUCATION:

Grand Circus Coding School (October 2017 – December 2017)

Facebook Front-End Development Bootcamp

Grand Valley State University (August 2013 – April 2017)

B.S. Advertising & Public Relations

Organizations: Advertising Club, GVTV, Subject to Change Improv

EXPERIENCE:

Content Producer • OXX Beyond Rugged (May 2016 – October 2017)

Developed UI wireframes for company web pages, designed mobile-optimized graphics for web/social advertising, and carried out photo and video shoots for lifestyle and retail marketing content.

Digital Marketing Manager • GVSU Student Life (April 2015 - June 2016)

Collaborated with fellow student creatives producing social media content and video spots for department events, as well as tracking social media growth/analytics. Ask me about Presidents' Ball, it was a doozie.

Media Intern • Broadway Grand Rapids (April 2015 - April 2016)

Researched and implemented brand standards of touring Broadway shows for local ad spots, promoted social media contests at show openings, and gained a great excuse to talk about musical theater all day.

Production Intern • GRTV Community Media Center (April 2015 - August 2015)

Recorded PSAs for local non-profits, built sets and operated cameras during production, provided quick turnaround editing/packaging files, and created a new graphic identity and title sequence for the show "NPO Showcase."

AWARDS:

First Place • National Student Advertising Competition District 6 (April 2017)

I served as the Art Director for the 2016-2017 NSAC team at GVSU. Our campaign, "Always Open" for Tai Pei Frozen Foods, went on to take Fourth Place in the national competition, as well as the Best Research Insights Award.

Bronze, Design and Strategy • West Michigan ADDY Awards (February 2017)

I co-created a campaign for Krispy Kreme entitled "Find Your Do-Zen," using a mythical doughnut-buddah hybrid character to emphasize the Zen experience of eating a Krispy Kreme doughnut.

Best Talk Show/Scripted Show • Michigan Broadcast Association (April 2016)

The musical episode of "Post Secondary," my campus television show, was selected as the best piece of scripted college television in Michigan for the 2015-2016 school year. If you want to hear me (attempt to) sing, I'll send you the link.

First Runner Up • Yardsticks Ad Competition (October 2015)

My mock campaign submission, "Bank Zombies," centered around using a zombie outbreak to promote the friendly service of west Michigan's local Macatawa Bank branches.