

Jonathan R. Parker

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Education

2011 Graduate, North Carolina State University, Raleigh, NC

BA in Business Administration

Experience

Mediahub, Remote, US

Assistant Media Planner, September 2021 – February 2022

- Maintained media plans for client roster including budgeting, executing, reporting, optimization, and invoice reconciliation
- Led the way for planning, including creating RFPs, flowcharts, budgets, and CMPA to track spending for a major healthcare client
- Assisted in budget reporting, flowchart development, status report writing, invoice clearing, and payment approval every month
- Oversaw weekly analytical reporting across five vendors to ensure benchmarks and performance metrics were being met
- Created presentation decks, researched industry trends, and wrote monthly newsletters for clients

Ralph Lauren, Greensboro, NC

Vertical Account Services Analyst, August 2013 – August 2020

- Managed and implemented all post-market activities for vertical accounts including order entry, analysis, confirmation, and corresponding reports in the following territories: Footwear and Leathergoods accounts for Ralph Lauren Stores, E-Commerce and Factory Stores
- Maintained and oversaw made-to-measure POs for VIP customers from order creation to hand-off
- Fostered in-office and cross-office relationships with teams in NY and NC
- Created and distributed detailed reports for buying, sales, and senior management regarding accounts' order statuses
- Oversaw order fulfillment, allocations, and tracked daily deliveries

Starbucks, Mooresville, NC

Barista, February 2013 – August 2013

- Demonstrated superior customer service in a fast-paced work environment
- Connected with customers in a genuine and personable way
- Performed opening and closing duties in a busy café setting

Activities & Skills

- Microsoft Office Suite
- SAP, Movex, AS/400, OpsVeda
- Media planning
- Guitarist/Bassist