



## KRISTINA PARKER

559. 269. 1156  
kparker@uoregon.edu  
kparker.co | @kris\_tinaparker

## INTERESTS

Searching the web for French Bulldogs, finding *it* at a thrift store, taking pretty pictures, dressing the unfashionable, and daydreaming about moving to New York City

## SKILLS

Illustrator  
Photoshop  
InDesign  
Wordpress  
Photography  
Simmons OneView  
Blogging

## EDUCATION

University of Oregon | 2011 - Present  
Journalism | BS Advertising  
Senior | 3.3 GPA

## ME IN A NUTSHELL



## ASSISTANT BUYER/INTERN

Heritage Dry Goods  
Eugene, Oregon  
6/4/14 - Present

I spend my days buying merchandise, stylizing displays, updating the shop's online presence, and analyzing budgets. In February I will be attending the Capsul Show in New York City with the shopkeeper of Heritage Dry Goods.

Lesson: work makes me happy

Skills: recognizing future trends, understanding the consumer, commercial awareness

## MEDIA PLANNER

Upstream Advertising  
Eugene, Oregon  
5/21/14 - Present

With 26 other students, I am working to create a national campaign for Pizza Hut to compete in the NSAC Student Competition.

Lesson: don't be fooled, everything's a mess for everyone

Skill: patience, organization, research, teamwork

## MERCHANDISING CHAIRMAN

Alpha Phi  
Eugene, Oregon  
11/21/13 - 11/21/14

I created Alpha Phi apparel that positively promoted my chapter on campus and nationally. This job entailed collaborating with licensed vendors and an additional 168 chapter members.

Lesson: dealing with 168 hormones and opinions is a full-time job

Skills: ideation, product design process and principles

## MULTIMEDIA INTERN

The Venture Dept.  
Eugene, Oregon  
6/16/14 - 9/ 28/14

I was part of a team of writers and creatives, covering stories behind the lens of a camera.

Lesson: there is no such thing as overcommunicating

Skills: photography, communication, organization, teamwork, presentation

## STYLIST FOR SERVING UP STYLE

HGTV & Houzz  
Portland, Oregon  
6/16/13 - 10/5/14

Collaborated with HOLAH Design, Heritage Dry Goods, MADE Studio, and Cedar and Moss to design and furnish a setting that promotes clean, modern design. We strived to provide goods that were locally sourced.

Lesson: bringing four different visions together can be tricky

Skills: presentation, stylizing, teamwork