

Stephen Parker

Frontend Web Developer and Marketing Professional

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I'm an experienced professional at managing digital properties for major brands including VHA, Blue Cross and Blue Shield and Maui Ocean Center. This year I returned to my roots as a Web developer and made a six-month deep dive into React, JavaScript (ES6) and several styling systems. I'm now proficient at GatsbyJS/React, GraphQL, MDX and more. Please visit my portfolio at <https://www.sparker888.com> for more details.

Founder and Owner at GravitalDigital.com

Orlando, FL 2011 – 2015 and 2021 to present

I founded and operated a digital marketing firm based in Orlando, Florida back in 2011. For several years I worked with a small, focused team to help clients with their digital properties and digital marketing campaigns. We were one of the first firms that specialized in a funnel-based, multi-channel approach driven by data analysis that's so popular today. As I continue my studies, I'm helping a few businesses as Gravital Digital.

Director, Global Sales and Marketing at Sagrad Inc.

Melbourne, FL 2018 – 2021

For several years I oversaw business development for this AS9100 aerospace engineering firm. I was responsible for representing and selling a key product: their Autonomous Flight Termination Unit (AFTU) developed with NASA. I served both commercial and military customers and worked closely with the USAF, NASA, FAA and DARPA.

Partner at Longbow Strategic Group

Melbourne, FL 2015 – 2018

In partnership with owner, Eric Needle, I helped to manage several key accounts for the boutique agency. My area of expertise was in helping clients improve their search ad campaigns (Google and Bing), Search Engine Optimization (SEO) strategy and analytics data reporting & analysis primarily for Drupal, WordPress and Shopify sites.

Digital Marketing Consultant at Gannett

McLean, VA 2008 – 2011

At Gannett I helped several large accounts by managing their digital media plans and campaigns to meet national sales goals and KPIs. My role was primarily the analysis of programmatic ad campaigns to optimize future flights for their digital ad teams. The work also included a mix of SEM/PPC, retargeting, digital circulars and mobile campaigns.

Director of Account Services at 321 Agency

Melbourne, FL 2006 – 2008

This agency brought me on to help acquire and manage accounts for a newly-formed digital development firm. I helped the firm get started, provided customer and internal management of CMS development (primarily Drupal) and many SaaS digital services.

Director of Sales and Marketing at Maui Ocean Center

Wailuku, Maui, HI 2003 – 2006

Managed a department of 14 employees to oversee all park revenue and marketing. I coordinated all marketing internally and with our vendors. Achieved three years of double-digit revenue increases, and was named Hawaii's top family attraction in 2005.

EDUCATION

Bachelors Degree in Communication Studies

Florida State University

School of Communication and Information

May 1989

TECHNICAL EXPERTISE

Frontend Development

React (Vanilla React and GatsbyJS)
WordPress, Shopify, Drupal, Magento
JavaScript ES6, HTML5/CSS3, Git,
Webpack, Gulp, Styled Components,
Theme UI, Tailwindcss, Emotion,
GraphQL, MDX and many different
packages and libraries.

Business and Production Tools

Adobe Creative Suite, Affinity Apps,
Luminar Apps, DaVinci Resolve 17,
Figma, Microsoft Office, HubSpot and
Salesforce CRM, Mailchimp,
Constant Contact and many more.

CERTIFICATIONS

Google Specialist Challenge

An invitation-only five Google
specialization certification 2015

Google AdWords (now Google Ads)

Google Partners Certificate
Updated September 2016

Google Analytics

Google Partners Certificate
Updated June 2016

Google Tag Manager

Updated July 2015

Google Mobile App Analytics

Updated July 2015

ORGANIZATIONS

Drupal Association
SIM Brevard County
CMO Council
Ad Fed Orlando

See my LinkedIn profile for more details.