

# RYAN PARKER

## VP, CREATIVE STRATEGY AND DESIGN

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TaketheStairs.net (portfolio)

### SUMMARY

In a world in which interruption is a nasty word left for the forgotten, I believe those brands that behave like our most trusted relationships win. A belief that purpose-driven story brands attract and build true loyalists. I've dedicated my career to building remarkable brand moments that ignite communities through the power of Experiential Marketing for 18 years... and have the same passionate enthusiasm felt at the wheel of the little Tropicana VW Beetle in which I got my start.

### EDUCATION

**| Bachelor's Degree, Marketing**  
Kennesaw State University  
1997 — 2001

### SKILLS

#### | Professional

Experiential Marketing  
Brand Marketing Strategy  
Creative Strategy  
Community Development  
Creative Direction  
Integrated Planning  
Presentation Development  
Creative Suite Software

### WORK EXPERIENCE

#### VP, CREATIVE STRATEGY AND DESIGN

MKTG | Oct 2015 — Present

Responsible for driving conceptual thinking, vision and interpretation of the agency's strategy, content and design.

- Manage the creative process ranging from research, insights, strategic development, ideation, integrated planning, engagement design, communications planning, amplification, and creative execution.
- Instituting a human-first approach to cultivating brand communities around shared beliefs communicated through brand experiences.
- Department head of MKTG's Atlanta creative studio team of multidisciplinary experts, leading and building a highly collaborative, and diversely talented creative center of excellence for the agency.
- Directed and developed proven go-to-market Experiential and Brand strategies for a wide range of brands and passions including: ESPN | Nissan Heisman House, AT&T College Sports, Pepsi Fizz, Cupcake Vineyards music festival strategy, Olive Garden Together Tour, Lyft Spots, Samsung Olympic Genome Project, Chick-fil-A local marketing, AVA Grace Vineyards, and more.

#### CREATIVE DIRECTOR

Team Epic / psLIVE | Jun 2010 — Oct 2015

Launched Atlanta's creative studio in 2007 to serve all agency creative needs ranging from research, strategy, conceptual design to production.

#### ACCOUNT MANAGER

Vivid Marketing | May 2001 — Jun 2010

Managed an integrated team of account, production and creative professionals in planning and executing Experiential campaigns for the full portfolio of PepsiCo brands.