

Delaney Parker

Chicago, IL

224.221.6115

delaneyparker2@gmail.com

PROFESSIONAL EXPERIENCE

Vice President/Social Media Relations – Love Your Melon (Aug 2018-May 2020)

- Recruited and managed a group of 20 students for a non-profit organization
- Contacted donors and businesses for partnerships
- Created and managed meetings, events, schedules, and tasks
- Managed all platforms of social media and communications for the University of Iowa Love Your Melon Campus Crew : Instagram, Facebook, Email

Campus Marketing Intern – JusCollege (Apr 2018-May 2020)

- Recruited and managed a team of 15+ representatives
- Marketed and promoted travel destination trips to the University of Iowa campus, while planning and managing major group events
- Constructed enticing marketing strategies and goals to target audience

Reporter/Anchor – The Daily Iowan (Aug 2017-Jan 2019)

- Beat reporter for Iowa Women's Basketball team
- Participated in weekly live shows, show production, and control room
- Filmed games, attended media availability, post-game conferences, player interviews, created highlight/feature packages

Patient Access Intern – Northwestern Medicine (Summers 2016-2019)

- Managed and updated medical records, registered and checked in patients, transported patients, discussed and explained insurance documents with patients

EDUCATION

University of Iowa (May 2020)

B.A., Journalism and Mass Communication-Adler School of Journalism & Mass Communication

Minor, Sports and Recreational Management

Volunteer

Love Your Melon

- Campus Crew member for a non-profit organization raising awareness and money for children battling pediatric cancer

Girls on the Run (Eastern Iowa)

- Student Mentor for young girls to inspire them with confidence and show support
- Train throughout the semester for a 5K run with a running partner

Big Ten Network

- Race Day Volunteer that assisted with set-up and tear down operations
- Managed crowd control and mascot handlers
- Assisted with activation

SKILLS

Content/Digital/Brand Marketing,
Social Media, Brand Awareness,
Event Planning

Team Leadership

Communication

Organization/Time Management

Google, Microsoft, Adobe applications

Involvement

- The Daily Iowan TV & Newspaper
- Iowa Women's Club Basketball
- Gamma Phi Beta Sorority