


# Jennifer Parker

## Marketing Program Manager

Results-driven marketing professional with a 10-year demonstrated history of achieving goals and growing sales by planning and executing integrated marketing campaigns. I'm a problem solver with an innate curiosity and desire to learn, grow and lead.



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## MARKETING EXPERIENCE

### Marketing Program Manager

Clipper Distributing - St. Joseph, MO

2017 – Present

- Lead collaborative team in creating multi-channel campaigns for 20+ veterinary pharmaceutical brands
- Drive sales through integrated campaigns spanning digital (web, video, email, social), print (magazine ads, direct mail, brochures) and direct selling with 9 B2B animal health distributors (1,500+ sales reps)
- Work closely with Sales Team to identify target opportunities and make strategic campaign, program and collateral decisions
- Conduct pre-campaign ROI analyses to forecast sales growth and program return on upcoming marketing initiatives
- Measure program objectives and KPIs via post-mortem analyses
- Utilize CRM and marketing automation tools to measure campaign performance and cultivate engagement through direct communication
- Launch an average of 1-3 new products annually with personalized go-to-market strategies
- Foster relationships with key stakeholders at 20+ manufacturers and 9 distributors

2019 – Led the executive committee in implementing a 10-year strategic plan to achieve \$1B in yearly revenue

2021 – Elevated to Senior Management Team, working closely with Executive Management to execute strategic company projects

2022 – Completed Executive Coaching and Leadership Development training – Arseth Insights, Suzann Arseth

### Marketing Coordinator

Clipper Distributing - St. Joseph, MO

2013 – 2017

- Led the creative team to generate big-picture ideas to drive sales at 9 distributors via promotional campaigns
- Implemented new project management system to ensure on-time project completion
- Launched new products to distributor network via digital, print and direct-selling mediums
- Reported ROI and sales engagement to executive management
- Led team in developing agency-style creative content for product and program education
- Coordinated 12+ yearly trade shows and planned events

2015 – Elevated to lead marketing staff within 18 months of hire

## EDUCATION

### MAA, Digital Media

Missouri Western State University

2009 – 2011

### BA, English – Journalism and PR

Missouri Western State University

2005 – 2009

## SKILLS

- Leadership
- Communication
- Collaboration
- Digital Marketing Strategy
- Creative Direction
- B2B & B2B2C
- Brand Development
- ROI/ROO Measurement
- Product Launches
- Project Management
- Data Analytics
- Content Creation
- CRM
- Google Ads and Analytics
- Event Management
- Web & App Development
- UI/UX

## PROGRAMS

- Microsoft Office
- Power BI and Excel
- Adobe Creative Suite
- Mac OS
- MailChimp
- Buffer/Hootsuite
- Slack
- OpenAI - ChatGPT
- Google Bard
- Dropbox

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