



Nevada Parker

Digital Marketer

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EDUCATION

Bachelor of Art in Advertising and French

San Diego State University 2012

CERTIFICATION

- ✓ Salesforce Certified Pardot Specialist
- ✓ Advanced Google Analytics
- ✓ Certified Digital Marketing Professional (DMI)

EXPERIENCE

7/2017–Present

Director of Digital Marketing

VerityStream

- Responsible for the curation, deployment, and management of B2B digital demand generation programs via Pardot and other platforms
- Lead a core marketing team and coordinate cross functional teams
- Direct and manage website improvement strategy including site usability, leveraging modern web design trends, site performance, and lead gen
- Manage on-page and off-page SEO and SEM optimizations across all sites
- Present reports on marketing performance and KPIs to leadership
- Develop and maintain content strategy across a variety of channels
- Identify and implement innovative digital advertising strategies to increase lead generation, organic traffic, and brand recognition
- Mentor via intern to hire programs

1/2017–7/2017

Digital Marketing Manager

Echo, A HealthStream Company (now VerityStream)

- Manage a team of marketers as well as external resources including copywriters, design and development vendors
- Responsible for developing, implementing, and managing online marketing campaigns
- Manage multiple websites across various domains, SEM/SEO activities
- Play a key role in brand appearance and direction for corporate styles across VerityStream marketing channels

12/2012–1/2017

Marketing Web Specialist

HealthLine Systems, Inc. (now VerityStream)

- Maintain corporate website
- Oversee company content management systems run through HubSpot and Pardot
- Coordinate webinar presentations for client and non-client audiences
- Manage various SEO projects and PPC campaigns
- Create content and expand brand presence on social media

KEY POINTS

- Successfully led and deployed two company rebrands
- Managed HubSpot to Pardot lead gen processes and components transition
- Developed key Salesforce and Google Analytics reports for KPI monitoring
- Laboratory sciences experience at Sanford Burnham Prebys Medical Discovery Institute

SKILLS

- 🌐 Marketing SaaS Solutions
- 🖥️ Web UI/UX
- 📄 Front-End HTML Knowledge
- 📁 Project Management via Agile Methodology
- ☁️ Pardot Admin
- 🏗️ Lead Nurturing Campaign Development
- ✉️ Email Marketing
- 🍇 French (fluent)

REFERENCES SUPPLIED UPON REQUEST