

Belinda A. Parker

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MARKETING PROFESSIONAL

BRAND POSITIONING | SOCIAL MEDIA CAMPAIGNS | COMMUNITY RELATIONSHIPS

Creative and innovative marketing professional – Bringing a strategic approach to marketing by leveraging all digital and traditional marketing platforms and infusing creative ideas into campaigns to reach a target audience, expand brand awareness, and deliver ROI.



Marketing Expertise

Strategic Marketing	Public & Media Relations	Market Research	Event Planning & Execution
Direct Marketing	Social Media Marketing	Competitive Analysis	Customer Relationships
Corporate Branding	B2B & B2C Marketing	Account Retention	Blog Content Development
Website Maintenance	Email Marketing	Project Management	Team Leadership

MARKETING HIGHLIGHTS

HOLIDAY LIGHTS | Falls Creek, SC
Logistics, Marketing, and Sponsorship Director

2013 – Present

Spearhead marketing campaigns and fundraising activities for this nonprofit organization to drive awareness of the organization's value within the community. Develop a multipronged marketing platform, leveraging print advertising, public relations activities, and promotional videos, as well as social media, including Facebook, Twitter, and Instagram. Update and manage the organization's website, keeping the content fresh and up-to-date. Create press releases and utilize relationships with news outlets. Coordinate and manage event set-up and oversee front gate activities. Manage individual and nonprofit volunteers, providing direction, resources, and support.

- Tracked data from all marketing outlets to identify ROI, pinpoint target audiences, and capitalize on upcoming trends.

Key Accomplishments

- Marketing efforts resulted in high guest turnout with 6K+ cars and more than 25K attendees at the seasonal event, earning \$5K in a single night.
- Captured more than \$32K in sponsorships in 2.5 months through building strong relationships within the community and promoting the organization as a beloved holiday tradition.
- Wrote and secured numerous grants to fund the organization, winning \$10K on a single grant.
- Oversaw the distribution of an average of \$25K to local charities each year.

CHAMPION LOGISTICS | Falls Creek, SC
National Marketing Director

2014 – 2015

Provided leadership in the creation of the company's marketing strategy to position the business as a valued resource in the industry and build a solid lead generation pipeline. Oversaw the development of the company website and YouTube channel, creating compelling content. Developed a blogging schedule and authored posts. Executed an email campaign and leveraged social media, including Facebook and Twitter, to engage customers, reach potential customers, and promote the brand.

- Led community relations activities and built relationship with manufacturers to gain insight into the culture of these organizations to anticipate future warehousing needs, market the warehouse's inventory capacity, and expand the customer base.

Key Accomplishments

- Success of the marketing campaign captured 3 major customers, generating \$6M+ in new revenue.
- Revenue grew in excess of \$15M as a direct result of the marketing program.

ADDITIONAL PROFESSIONAL EXPERIENCE

TRADEMARK WAREHOUSE | Denver, SC
Facility Manager

2016 – 2017

Selected to manage all daily activities of the 85K sq. ft. warehouse facility, providing warehousing, distribution, and logistics support for 20 customers within a variety of industries. Managed specific customer requests to ensure continued customer satisfaction. Developed and administered a budget in support of \$1.4M in annual revenue and a \$10M inventory. Hired, trained, and managed a team of 20 to expedite the repacking and kitting of products into customer-specific packaging to ensure company profitability.

Key Projects and Accomplishments

- Completed 2 physical inventory counts of more than 10 million pieces, resulting in a true discrepancy of less than 0.4% in the first year and 0.3% in the second year.
- Led the corporate ISO certification processes from ISO 9001:2008 to ISO 9001:2015, reviewing and rewriting the process manual and establishing the systems and processes.

CHAMPION LOGISTICS | Falls Creek, SC
Branch Head of Human Resources (2010 – 2014)

2008 – 2014

Moved into Head of HR role to lead the human resources activities of the facility, employing up to 35 employees. Drove all staffing functions, including recruitment, application review, interviewing, new hire paperwork, employee handbook distribution, employee expectations overview, and payroll. Administered benefits, reviewing insurance companies and products and negotiating win-win outcomes for both the company and employees. Handled all disciplinary actions, following policy-established protocol.

- Collaborated with temporary employment agencies to fulfil staffing needs. Onboarded and trained supervisors to resolve all issues within the plant without disrupting production.
- Acted as liaison between Champion Logistics and customers, including Kroger, Clarion, Chemical Associates, and First Quality, communicating on inventory levels, counts, and shipping availability.

Key Projects and Accomplishments

- Improved number of trays shipped by each employee from 24 trays per hour to 75-83 trays shipped per hour through a concentrated effort on supervisor training.
- Recognized for successes in maintaining the lowest unemployment rate out of ten locations.
- Implemented a bonus incentive policy with a correlation to profitability to reward performance levels.

Assistant Warehouse Manager (2008 – 2014)

Integral part of plant startup activities for the Falls Creek, SC and Applewood, IN locations. Assisted in startup, training, and execution of new customer projects and achieved the highest levels of production rates.

- Led staffing activities for the startup of the Indianapolis facility, leveraging the processes and procedures from the Anderson startup. Trained employees and developed new procedures to address a larger distribution area. Created a computer program to create forms customized for production needs.

Key Projects and Accomplishments

- Saved a customer approximately \$2,400 by locating errors in trucking routes and reprogramming to ensure an accurate distribution plan.
- Championed the implementation of distribution routes in the mid-Atlantic region to improve delivery times, reduce fines for late deliveries, and enhance customer satisfaction.

Office Manager | Administrative Assistant (2008)

Led all day-to-day functions of the office, completely organizing and establishing policies.

PROFESSIONAL DEVELOPMENT

Bachelor of Arts in Business Administration • FALLS CREEK UNIVERSITY, Falls Creek, SC