

# Andrea Parrish

## Marketing Technologist

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Technical and creative professional with an extensive background in successful creative digital and social media, reputation management, and project management. Unique blend of experience in martech, public presentation, online reputation, social media, and management roles.

### Highlighted Successes

- Created programs and procedures that saved 80+ hours per month in ad placement, project management, and social media at STCU.
- Doubled expected enrollment of Gonzaga University School of Law's first Accelerated Law program.
- Accomplished public speaker, regularly invited to speak on questions, online reputation, social media, and marketing technology.
- Implemented a corporate communications strategy and technology implementation, including emails, SEO, and social media at First Index that improved B2B response to marketing materials by 300% in 6 months.
- Successfully kickstarted a candy business, operated a personal chef business, and have gone viral three times, including for my wedding.

### Awards

- 2019 Credit Union Rockstar, named by Credit Union Magazine
- 2019 Credit Union National Association Marketing & Business Development Volunteer of the Year
- Numerous team awards for digital, print, and creative work, including CUNA Diamonds, AAF Addys, and Spokane MarCom Sparks.

### Selected Communication & Marketing Experience

- Acted as primary social media manager for STCU, building an institutionalized and scalable program focused on both incoming service requests and outgoing communications efforts. Managed seven major social networks and an average subscribed audience of 25,000.
- Actively managed digital advertising for STCU, expanding efforts to include retargeting, wide display networks, and extensive PPC purchases. Help manage website content, email marketing, text message marketing, and consult on media placement. Use data and research to ensure digital placements were as effective of a use of budget as possible to reach organizational goals.
- Co-taught and served as initiating credit union advisor for the Credit Union National Association Digital Marketing School, helping teach credit union marketers best practices in digital media and advertising.
- Created and executed an integrated storytelling and communications strategy for Gonzaga University School of Law that considered updates to existing print and web pieces with a website redesign, updated social media strategy, and intentional media and news relationship-building with both on and off campus professionals.

### Program & Team Development Experience

- Developed ground-up marketing stacks, both technological and in offline policies, that are used to manage social media and ad placements for STCU as well as maintaining an open-source stack recipe for social media monitoring used by hundreds of marketers around the world.
- Consulted on social media, online reputation, risk management, employee promoter programs, and policies for businesses ranging from very small entrepreneurial operations to large, highly-regulated industries.
- Managed a team of 6 individual contributors in a department of 3 managers and 10 individual contributors with a \$2.5 million yearly budget.

## EMPLOYMENT HISTORY

### TinyTall Consulting

January 2017 - Current - Keynote Speaker & Consultant

### STCU, Inland Northwest

May 2019-April 2020: Digital Brand Manager

May 2018 - April 2019: Digital Marketing Assistant Manager

May 2015 - May 2018 - Digital Marketing Specialist

**Gonzaga University School of Law, Spokane WA**  
Communications Specialist, March 2012 - May 2015

### Adworkz, Spokane, WA

SEO Writer, March 2010-March 2012

### Your Table Gourmet, Spokane, WA

Chef & Owner, May 2009 - June 2010