

# isobel parish

## CONTACT

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## CONNECT

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## ABOUT

Sharp, fast-moving professional with a fascination with how people work and marketing's impact. Looking for opportunities in account management and digital strategy.

## PROFESSIONAL EXPERIENCE

### SR. ACCOUNT SERVICE ASSOCIATE

True Digital Communications  
Bedford Heights, OH  
OCT 2017 — PRESENT

- Serve as key point of contact for several agency accounts, build client relationships and deliver on expectations
- Oversee campaigns, ensure elements are integrated and align with client goals
- Assist with content development, marketing automation campaigns
- Create and manage project budgets, timelines and deliverables

### PROJECT MANAGER

True Digital Communications  
Bedford Heights, OH  
JUL 2016 — OCT 2017

- Establish and manage internal project process, monitor overall status for key accounts
- Serve as secondary point of contact for clients, provide support to team leads
- Setup, manage and optimize marketing automation and social media programs
- Assist in account planning, proposals and budgeting
- Manage relationships with third party vendors

### ACCOUNT COORDINATOR

WhiteSpace Creative  
Akron, OH  
JAN 2015 — JUNE 2016

- Build estimates, set up and monitor project progress and deliverables and maintain internal schedules and external deadlines
- Serve as secondary point of contact for major clients, main point of contact for secondary accounts and provide overall support to the senior account team
- Research and compile materials to guide strategy and assist creative team in project execution
- Media planning and buying

### SOCIAL MEDIA INTERN

BRUNNER  
Pittsburgh, PA  
SEPT 2014 — JAN 2015

- Campaign planning (content pillars, audience personas, editorial calendar development)
- Compose monthly content for various B2B & B2C accounts
- Analyze and audit client social platforms
- Influencer identification and outreach

## OTHER EXPERIENCE

### PRO-BONO CREATIVE MARATHON

WhiteSpace Creative, Akron, OH

- Serve as main client contact and team lead in a collaborative effort to benefit a local non-profit. Together, the team executed a complete rebrand (naming, logo, identity package), promotional videos and print collateral in the 24 hour marathon period.

### BOARD MEMBER, MARKETING CHAIR

Women in Digital, Cleveland, OH

- Plan and promote monthly events for city chapter. Create steady stream of activity and engagement on city Slack channel and Facebook group. Promote membership benefits and grow chapter.

## SKILL SET

- People and relationship oriented
- Collaboration and group coordination
- Strong written and oral communication
- Time management and prioritization
- Campaign Measurement & Reporting (Google Analytics, Google Data Studio)
- Project Management (Mavenlink, Workamajig, Wrike, Basecamp)
- Social media management (Hootsuite Certified)
- HTML, CSS, Website CMS (WordPress, Joomla, Umbraco)
- Marketing Automation (ActOn, Hubspot, Click Dimension)

## INVOLVEMENT

- Women In Digital, member
- AAF, member
- Humane Society, volunteer

## EDUCATION

### KENT STATE UNIVERSITY

Honors Scholar  
Bachelor of Science in Advertising  
Minor Concentration in Marketing