

Shawn Parker

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Objective

Results-driven marketing and advertising professional with a proven track record in B2B and B2C environments, dedicated to achieving growth, profitability, brand excellence, and customer retention.

Professional Experience

Senior Director, Creative & Web - Aug 2021 - Present

Hawke Media, Santa Monica

- Successfully revitalized the Creative and Web departments, transforming a -67% margin into a 38% profit margin in under 9 months.
- Collaborate effectively with C-suite executives in engineering, marketing, UX, analytics, and other departments to prioritize feature development aligned with critical business objectives.
- Conduct in-depth performance analysis and retention analytics, enabling data-driven decision-making to optimize conversion rates on Hubspot, Google Analytics (GA), and Amazon Web Services (AWS).
- Spearhead an agile roadmap to enhance engagement and boost conversions across multiple platforms, including Instagram, Facebook, email, landing pages, and the official website.
- Formulate brand conversion strategies grounded in real-time advertising and website performance data, leveraging tools such as Google Analytics (GA4), Agency Analytics, and heat mapping.
- Create department-specific key performance indicators (KPIs) and manage the profit and loss (P&L) responsibilities.

Creative Art Director - June 2020 - August 2021

Hawke Media, Santa Monica

- Created 360-degree advertising campaigns with consistent branding across all platforms.
- Collaborated with cross-functional teams to ensure creative alignment and high-quality deliverables

Creative Art Director - May 2015 - July 2020

Futuredontics, Culver City

- Spearheaded a remarkable 2.3% increase in the company's net monetized leads, elevating the conversion rate from 9.12% to 11.42%.
- Designed a new website, leading to a substantial increase in website traffic and conversions.

Education

MIT Executive Education, Data Monetization Strategy Course

Pennsylvania State University, BS Marketing & Management

Skills

Digital Marketing Strategy // Data Analysis // Creative Marketing // Web Development // Advertising // Brand Management // Team Collaboration // Project Management // Agency Partnership

References

Available upon request.