

runner, plant lover, hiker enthusiast, taco connoisseur



COLIN PARRISH

MARKETING, PUBLIC RELATIONS AND CREATIVE COPYWRITER



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PROFILE

The compatible interaction of writing and creative campaigns that transcend ideas to actions set my heart on fire. I thrive on coffee and creative charisma. I am a Pittsburgh-born-and-raised restaurant foodie fan whose versatile passions include the fluidity of words, compelling storytelling, and elevating brand identities.

EDUCATION

POINT PARK UNIVERSITY 2020
GRADUATE

Master of Business Administration
Concentration: Management

POINT PARK UNIVERSITY 2015
UNDERGRAD

Major: Bachelor of Arts, Public Relations
Minor: Global Cultural Studies

NORTH ALLEGHENY SENIOR 2010
HIGH SCHOOL

High School Diploma, Honors

EXPERIENCE

DICK'S SPORTING GOODS: FORTUNE 500
CREATIVE COPYWRITER October 2022- Present

Creating end-to-end campaign lifecycles across email, paid media, social media, direct mail, SMS/Push, and eComm channels with cross-functional partners for DICK'S, DICK'S House of Sport, Golf Galaxy, Sports Matter & DICK'S Foundation, grand openings, and more. I also volunteer as a Communications Lead for our Team Resource Group.

PITTSBURGH POST-GAZETTE: MADE IN PGH
WRITER January 2021- December 2024

Researching, interviewing, and writing niche, trendy topics that highlight the dreamers, makers, and doers of Pittsburgh with over 140 published articles.

Y.J. MEDIA
CONTENT MANAGER June 2018- October 2022

Working directly with 20+ local and national clientele managing social media, PR, media relations, graphic design, blog & article writing, website & app development, external/internal communications, and photography.

PITTSBURGH POST-GAZETTE
FREELANCE FOOD WRITER January 2022- March 2023

Writing about quality foods, spirits & beers, and other culinary trends in Pittsburgh through the lens of small business and showcasing published food photography.

HONORS PROGRAM AT POINT PARK
GRADUATE ASSISTANT July 2019- August 2020

Working in the Honors Program department at Point Park University that includes event planning, social media management, internal communications, and leadership initiatives & management of 200+ undergrad students.

SKILLS & QUALITIES

Self-Starter
Social Pilot & Hootsuite
Mailchimp
WordPress
Media and Blogger Relations
Creative Campaign Strategy and Execution
Google Suite
Channel Writing
Canva Design
Microsoft Office
KPI Driven
Workfront
homR
Print and Digital Marketing Executions
Organic and Paid Social Media Executions

Incremental and Always-On Campaigns
eComm Copywriting
Excel in Cross-Functional Channels and Matrix Organizations
Collaborator
Interpersonal Communication and Organizational Skills
Brand Strategy
Reviewing Key Outputs, Takeaways and Results
Highly Skilled in AP Style
Adobe Experience Manager (AEM)
Staying Up-to-Date on Industry Trends
Email Marketing
SMS and Push Notifications
Direct Mail, Postcards and More