

runner, plant lover, hiker enthusiast, taco connoisseur



COLIN ROBERT PARRISH

PUBLIC RELATIONS AND
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Colin Parrish

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To learn more about me, please visit:
<https://www.colinparrishpgh.com/>

PROFILE

The compatible interaction of words that transcend ideas to actions set my heart on fire. I thrive on coffee and creative charisma. Inspired by ingenuity, I constantly dream with my eyes open while tackling every opportunity thrown my way. I am a Pittsburgh born and raised restaurant foodie addict whose versatile passions include the fluidity of words, compelling story-telling visuals and memorable experiences.

EDUCATION

POINT PARK UNIVERSITY- GRADUATE 2020

Master of Business Administration
Concentration: Management

POINT PARK UNIVERSITY- UNDERGRAD 2015

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

NORTH ALLEGHENY SENIOR HIGH SCHOOL 2010

High School Diploma, honors coursework

EXPERIENCE

DICK'S SPORTING GOODS ASSOCIATE COPYWRITER October 2022- Present

+ Communications Lead for Out & Proud Team Resource Group

POST-GAZETTE FREELANCE FOOD WRITER January 2022- March 2023

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

MADE IN PGH WRITER/CONTRIBUTOR January 2020- Present

Researching, interviewing, and writing niche, trendy topics that highlight the dreamers, makers, and doers of Pittsburgh with over 100 published articles

YAJAGOFF MEDIA, LLC CONTENT MANAGER June 2018- October 2023

Working directly with 20+ local and national clientele managing social media, PR, media relations, graphic design, blog and article writing, website & app development, external/internal communications, and 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 with 200+ undergrad students

SKILLS & QUALITIES

- Social Media/ Social Pilot/ Hootsuite
- Mailchimp
- Wordpress
- Media/Blogger Relations
- Creative Strategy
- Microsoft Office/Google Suite
- Writing (PR/ Blog/Social Content)
- Canva Design
- Microsoft Office
- Results Driven
- Workfront
- Solution Finder
- Teamwork/Teampayer
- Copywriting for Marketing/Ecommerce
- Ability to Perform in Cross-Functional Channels and Matrix Organizations
- Collaboration
- Excellent Interpersonal Communication and Organizational Skills
- Brand Strategy
- Reviewing Key Outputs, Takeaways, and Results
- Knowledge of AP Style
- Adobe Experience Manager