

Justin Parkins

Cary, NC | 561-635-8579 | Justinanimate@gmail.com

Results-driven media and marketing leader with 10+ years developing brand strategy and executing multi-channel campaigns across digital, paid social, and media relations. Proven track record driving measurable growth, including 500% engagement increases and \$250K in projected revenue, while managing budgets, vendor relationships, and shareholder reporting for brands in regulated and consumer industries.

Professional Experience

Media Manager Transcendent Productions - *Orlando, FL*

Apr 2020 - Feb 2023, Sep 2025 - Present

- Directed brand communications and content strategy across 4 owned event services, increasing engagement 500% through audience-driven storytelling and UGC marketing.
- Led media relations including press releases, agency coordination, and brand sponsorships with third party providers.
- Directed creative for integrated marketing campaigns; leveraged AI-forward platforms to optimize and scale branded content resulting in a 250% increase in content output.
- Led department of 5, overseeing a broader team of 12 employees and 30+ contract workers; developed SOPs to drive consistent execution across company departments.
- Managed shareholder relations and performance reporting, presenting KPI-driven results and aligning stakeholder expectations with business outcomes.
- Allocated an annual \$20K budget spanning sponsorship, ad spend, and print marketing, maximizing ROI across campaigns.

Digital Marketing Specialist Significant Wealth Management - *Winter Garden, FL*

Feb 2023 - Aug 2025

- Developed marketing strategy for 3 leading financial brands, driving 120% increase in engagement and 400% follower growth in the first year.
- Managed a \$200K paid media budget across Facebook, LinkedIn, and Google Ads platforms, achieving an average 20:1 ROI through strategic audience targeting and timely content.
- Tracked KPIs from Google Analytics, Facebook, and ActiveCampaign; delivered quarterly marketing and SOV reports to inform marketing strategy and measure results.
- Developed brand guidelines and standards to ensure consistency and SEC compliance across regulated content.
- Executed SEO and AEO strategy using SEMrush for keyword optimization and search visibility, improving brand awareness and Google rankings across 3 brand sites.

Social Media Content Manager 5600K Productions - *Orlando, FL*

Sep 2016 - Apr 2020

- Managed Instagram and TikTok accounts for 10+ public figures and brand accounts with 100K+ followers, including international music artists and consumer products.
- Developed social media content using Adobe Creative Cloud applications including Premiere Pro and Illustrator.
- Created content calendars and scheduled social media posting through Hootsuite.
- Produced, filmed, and edited Telly award-winning commercial content in the restaurant and hospitality industries.

Education & Accolades

College coursework in Digital Media – University of Central Florida, *Orlando, FL*

Sep 2013 - May 2015

College coursework in Film, Video, New Media – Florida Atlantic University, *Boca Raton, FL*

Sep 2010 - May 2013

Telly Award, Editing – Tibby's New Orleans Kitchen Promotional Video

2018