

# Parker Bradley

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## Profile

Marketing and communications professional who specializes in digital media engagement, event operations and digital storytelling. Excels in team environments. Looking for the opportunity to tell impactful stories that drive measurable results.

## Education

Oklahoma State University

B.S. of Strategic Communication - PR and Advertising - General Honors Award

GPA: 3.814

Minor: Marketing

## Work Experience

### Public Relations Assistant, Stan Clark Companies - Stillwater, Oklahoma

April 2025 – Present

- **Digital Media**

- Contributed to 7.7 million views on Facebook. 1.7 million views on Instagram (May-December)
- Increased Instagram's total engagements by 210% compared to six months prior
- Plan and manage digital content strategies, branding and scheduling
- Capture, edit, organize and publish digital media

- **Marketing Strategy and Execution**

- Increased Student ID Night attendance by 1,000% through social and physical media campaign
- Contribute to and manage marketing efforts for multiple restaurants
- Facilitated mutually beneficial brand and vendor partnerships, promotions and events

- **Event/Community Relations**

- Assist with event planning, promoting and execution
- Manage mascot and character engagements

### Communications Intern, Oklahoma State Athletics - Stillwater, Oklahoma

April 2023 – May 2025

- **Gameday Media**

- Assisted with media relations including gameday availabilities and interviews
- Wrote gameday recaps and features
- Prepared press box and media areas
- Operated gameday live stat software, Genius Sports, for women's soccer

- **Social Media**

- Managed in-game social media for OSU athletics, baseball and men's basketball
- Created social media plans and content schedules
- Captured, edited and organized photos, videos and audio content
- Contributed to 24 million views across Facebook, Instagram and X over the 2025 baseball season

- **Database Management**

- Maintained and updated general and player-specific databases for okstate.com

## Skills and Certifications

Adobe Certified Professional Creative Suite | Remote Pilot License (FAA Part 107) | HubSpot SEO Certification

## Awards and Honors

### Scholarships

- OPA-OSU Endowment Fund - 2025
- Patti and Ken Moyes Scholarship for Emerging Media - 2024
- Joe J Synar Scholarship - 2023

### Clubs and Organizations

- Student Leadership Council
- Strategic Communication Club (formerly Advertising and PR Club)

## Ask Me About

- My professional cornhole career, national championship and the branding deals within it
- Capturing the personalities and dynamics of a team in outgoing content
- Data-driven decision making in social content