

Cullen Riley Parker

1218 Neal Pickett Dr. ♦ College Station, TX 77840 ♦ (830) 708-4989 ♦ cullenparker12@gmail.com

EDUCATION

Texas A&M University, College Station, Texas

May 2020

Bachelor of Science in Agricultural Communications and Journalism

Minor in Poultry Science

Cumulative GPR: 3.9

WORK EXPERIENCE

PR by the Book, Austin, Texas

Public Relations Specialist

December 2019 - Present

- Act as project manager for startup subscription platform, *Author to Influencer Accelerator*
- Create specialized PR lesson content for subscription platform
- Communicate directly with current subscribers and potential customers leading to direct sales
- Write copy for PR by the Book blog and email and social media marketing campaigns

Publicity Intern

August - December 2019

- Pitched books and authors to various media outlets using strategic media outreach
- Wrote press packs and expert pages with intro to author and book, news tie-ins for media pitching
- Contributed to monthly team brainstorm and media planning strategy sessions
- Acted as client manager and communications liaison for two accounts

Texas Lifestyle Magazine, Austin, Texas

May - August 2019

Editorial Intern

- Worked with a team of 5 to write content for bi-annual digital publication
- Researched and pitched story ideas to online and print editors
- Coordinated images and content for stories with PR professionals from external firms
- Acted as communication liaison between company and readership
- Revamped weekly email newsletter to readership on Mailchimp

Freelance Water Ski Coach, San Marcos, Texas

May - August 2017 - 2019

Water Ski Coach

- Taught water skiing to young competitive water skiers
- Traveled to tournaments across state to supervise and coach students
- Acted as on-shore athletic trainer specializing in developing mental preparedness in young athletes for high-stress tournaments

LEADERSHIP

Texas A&M Water Ski Team, College Station, Texas

August 2016 - Present

President

April 2017 - 2019

- Acted as Chief Student Leader of the Water Ski Club
- Supervised all membership, equipment, practices, travel, and activities of the club
- Managed actions of all student officers and led weekly team meetings with approximately 50 club members
- Organized fundraising, donations, and sponsorships
- Oversaw the overall operations of the club and managed yearly budget of approximately \$120,000

NCWSA Athletic Advisory Committee

Board Member

January 2017 - 2019

- Acted as communication liaison between collegiate athletes and national governing organization
- Worked with team of 10 athletes to develop rule changes implemented for record-capable tournaments

AWARDS

NCWSA South Central Region Senior of the Year

February 2020

Texas A&M Sport Clubs Outstanding Officer

May 2018