

B BECKY PARSONS

✉ rbeckyparsons@gmail.com

☎ (336) 337-6604

🌐 www.rbeckyparsons.com

🌐 in/rbeckyparsons/

🏠 Nashville, TN

SKILLS

- ▶ Certified Associate in Adobe Photoshop, InDesign, and Illustrator
- ▶ Google Ads platforms Certified
- ▶ Google Analytics Certified
- ▶ Digital Marketing Associate (DMI)
- ▶ Strength in project management, press and branding strategy

ORGANIZATIONS

- ▶ Country Music Association (CMA)
- ▶ Society of Leaders in Development (SOLID)
- ▶ Music City Concierge Association

EDUCATION

East Tennessee State University
May 2022

Master of Arts, Brand/Media Strategy

- Project Manager, BucDigital Agency
- Chapter Publication

Appalachian State University
Dec. 2018

Bachelor of Science, Public Relations Summa Cum Laude

- Event Coordinator, LGBT Center

RELEVANT EXPERIENCE

Publicity & Social Media Manager

PLA Media | July 2022 - Present

- Wrote and edited press releases, one sheets, artist bios
- Secured coverage for developing artists in *Associated Press, Music Row Magazine, Today in Nashville (WSMV)*
- Raised *Immersive Van Gogh* influencer outreach from 1,389,034 to 1,970,363 (41% increase)
- Managed press plans using MyEmma and Cision for artist tours, releases and business projects
- Supervised and mentored intern team

Assistant Publicity and Brand Coordinator

Dead Horse Branding | May 2021 - Jan. 2022

- Distributed press releases via Cision and MediaNet, pitched journalists & media via email and phone
- Wrote press content for new albums, singles, and awards ceremony recognitions for clients Tony Brown, Stone Senate, Halston Dare, Jayne Denham
- Executed press campaign for non-profit For You Haiti, secured Australian national coverage (*Studio 10, The Sydney Observer*) directly resulting in \$100K donation
- Booked talent on various levels of live shows (festivals, headline, opener)

Assistant Editor, Appalachian Places Magazine

East Tennessee State University | Aug. 2020 - Present

- Increased monthly readership from 200 print readers to over 1,000 digital monthly readers (400% increase) using social media posts and email marketing
- Recruited authors, collaborated with editorial team, ensured final pieces checked for spelling and grammar
- Established publication schedule & managed deadlines

Public Relations Assistant

Louisville Ballet | May 2018 - Aug. 2018

- Produced press releases and media kits for *Romeo and Juliet*, 'Christmas in July' and visiting masterclasses
- Created all media content for the ballet *Tempest*, resulting in record summer attendance and international press coverage (*LEO Weekly, Dance Informa, and Louisville Magazine*)
- Established new PR standard for Louisville Ballet