



JOSEPH ROSS PARKS

Design & Development

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    @josephrossparks

SKILLS:

Technical

HTML/CSS/JavaScript Adobe Creative Suite
React Sketch
Node Photo/Video Production

Personal

Reckless Optimism Sock Collecting
Improv Comedy Notebook Filling
Tea Drinking Mario Kart-ing

EDUCATION:

Grand Circus Coding School (October 2017 – December 2017)

Facebook Front-End Development Bootcamp

Grand Valley State University (August 2013 – April 2017)

B.S. Advertising & Public Relations

Organizations: Advertising Club, GVTV, Subject to Change Improv

WORK:

Content Producer • OXX Beyond Rugged (May 2016 – October 2017)

Developed UI wireframes for the startup company's web pages, designed mobile-optimized graphics for web/social advertising, and carried out several photo and video shoots for lifestyle and retail marketing content.

Digital Marketing Manager • GVSU Student Life (April 2015 - June 2016)

Designed graphics and produced videos for the department's social media channels, tracked social media metrics, and wrote/produced several large video projects for department events and initiatives.

Media Intern • Broadway Grand Rapids (April 2015 - April 2016)

Worked to increase awareness and engagement through social media to promote touring Broadway productions, designed local ad spots using show brand standards, and interacted with guests before shows to collect emails.

Production Intern • GRTV Community Media Center (April 2015 - August 2015)

Created a new graphic identity and opening title sequence for the show "NPO Showcase," taught myself Adobe After Effects to create animations and chyrons, and produced and edited PSAs for local non-profits.

AWARDS:

First Place • National Student Advertising Competition District 6 (April 2017)

I served as the Art Director for the 2016-2017 NSAC team at GVSU. Our campaign, "Always Open" for Tai Pei Frozen Foods, went on to also take Fourth Place in the national competition, as well as the Best Research Insights Award.

Bronze, Design and Strategy • West Michigan ADDY Awards (February 2017)

I co-created a mock campaign for Krispy Kreme entitled "Find Your Do-Zen," using a fictitious doughnut-buddah hybrid to emphasize the Zen experience of eating a Krispy Kreme doughnut.

Best Talk Show/Scripted Show • Michigan Broadcast Association (April 2016)

My musical episode of "Post Secondary" was selected as the best piece of scripted college television for the 2015-2016 school year. "Post Secondary" was a sketch-comedy show I wrote and produced for the campus TV club, GVTV.

First Runner Up • Yardsticks Ad Competition (October 2015)

My mock campaign submission, "Bank Zombies," centered around using a zombie outbreak (in reference to the popularity of "The Walking Dead") to promote the friendly service of west Michigan's local Macatawa Bank branches.