

# NOAH PARKER

## NOAHMCPARKER@GMAIL.COM

### PERSONAL PROFILE

I'm an entrepreneurial communicator who has extensive public relations, content management and business development experience. I've lead the content creation and roll out of organizations of all sizes. Entrepreneurship and creative design motivate me to do great work, and tell even greater stories.

### CONTACT DETAILS

(289) 230-6624  
noahmcparker@gmail.com  
455 Richmond Street East, Toronto ON

### AWARDS & ABILITIES

- Narcity Canada's #1 Grad to Watch 2017
- Former VP Comms of the Ryerson Young Liberals
- Former VP Comms of the Toronto-Centre Young Liberals
- Burlington Junior Citizen of the Year (2013)
- Proficient in Adobe Creative Suite and Microsoft Office
- English & French proficiency

### ACADEMIC PROFILE

#### Ryerson University

Bach. of Commerce in Entrepreneurship, Innovation & Strategy - Class of 2017

- Ted Rogers School of Management Entrance Scholarship
- Recipient of George Wong Entrepreneurship Award for school involvement and outstanding leadership (2015)
- Ryerson University Presidential Circle of Scholars (2014)
- Director - Ryerson Students' Union & Ryerson Commerce Society ('15-'16)

#### University of Toronto

Post-Grad Certificate, Strategic Public Relations - 2019

- Extensive practical experience in communication materials development & proposal writing
- Social media strategy & execution
- Completed with 90% average across 3 courses

#### BrainStation

Digital Marketing Certification - 2017

Google Analytics & Ads Certification - 2019

- Studied Brand Strategy, Social Media, E-mail Marketing, Search Engine Optimization, Search Engine Marketing, Analytics

### EMPLOYMENT HISTORY

#### PR & Social Media Specialist

Harry Rosen Inc | Aug 2019 - Oct 2019

- Lead PR campaigns, digital marketing initiatives, email campaigns, etc
- Managed events and event communications, content creation, copy-writing, and all social media
- Met and exceeded KPIs in short term contract.

#### Co-Founder & Creative Director

Four Fifty Five | Jun 2016- 2019

- Led marketing plan, facilitating branding & advertising approaches, content creation, copy writing, etc.
- Managed operations of company, including human resources and finance
- Managed operations, leading to being named one of the Top 10 suit-makers in Toronto in 1 year.
- Managed communications, leading inclusion in various news media & fashion publications (Globe, Star, BlogTO, Narcity, Style Democracy, etc)
- Lead company to acquisition in January 2019

#### Special Adviser & EA to the Chief of Staff

Ontario Ministry of Finance | Aug 2017 - July 2018

- Assisted in operational logistics, media relations, communications and policy co-ordination.
- Curated & contributed to key messaging, Q+As, communication products and social media content.
- Created policy briefing manuals, on various MOF portfolios, and lead MO digital communications for Budget 2018
- Participated in high profile stakeholder & Ministerial briefings and negotiations.

#### Director, Commerce

Ryerson Students' Unions | Sept 2015 - Sept 2017

- Elected to represent business faculty at the RSU.
- Lead initiatives in provincial lobbying, on campus fundraising, on campus lobbying
- Curated & contributed to key messaging, Q+As, communication products and social media content.

#### CEO & Communications Officer

Ontario Student Trustees Association | Sept 2011 - July 2014

- Lead organizational strategy in lobbying Ministry of Education and other provincial stakeholders
- Lead event management & press releases, coordinated communications team & stakeholder management
- Lead policy direction on education & post-secondary policy initiatives