

Peggy Parolin

COMMUNICATIONS & MARKETING

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[LinkedIn Profile](#)

EXPERIENCE

Lennd: Growth Marketing Manager

San Diego, CA, 2017 - Present

- Content creation for website
- Internal communication for customers, staff and investors
- Press Releases
- Client differentiation and brand development

OWL: Voice of Women 40+: Executive Director

Washington D.C., 2014 - 2017

- Copywriting for local and national media, documents, discussion
- Worked with members of Congress and advocated for national public policies that provide for women's independence, economic security and well-being
- Worked with federal agency directors and Administration senior staff to examine and develop economic, employment and health care policies and programs that improve the quality of life for midlife and older women
- Copywriting for media, documents, discussions, for local and national fundraising efforts resulting in excess of \$1.7million.
- Contributed content to social media outlets to a reach of more than 78 million women in America who are age 40+
- Oversaw grant writing and fundraising process for organization

Stone Canyon Enterprises, LLC: Marketing & Social Media Manager

Kansas City, MO 2014 - 2016

- Increased total revenue of 20-year business by 9% in a flat market
- Created initial entry into Social Media platforms and manage content, advertising, and PR
- Provided leadership and B2B services for the Kansas City area

SKILLS

Adobe Creative Suite
Microsoft and G Suite
Slack
Asana / Trello /
Basecamp

CURRENT PROJECTS

Author

Work in Progress:
Accidental Parenting-
Instructions Not
Included

Author

Work in Progress: Dead
Birds Can Fly (If You Tie
Strings Around Their
Necks) – A Collection of
Essays

LANGUAGES

English (Native)
Spanish (Advanced)

Hallmark Cards–Global, Creative Director: Licensing & Content (2010–2014), Director of Humor (2008–2010), Idea Exchange Leader (2006–2008), Humor Writer (2002–2006)

Kansas City, MO 2014 - 2016

- Oversaw voice integrity and creation of content for multiple Hallmark licensees, including: Disney–Pixar, Twentieth Century Fox, Lucasfilms/Star Wars, DreamWorks, Peanuts, Mattel, Marvel Comics, Simpsons, Sony Music, Iconix, MLB, and the NFL
- Created content and guided concept creation for largest licensing contract ever for Hallmark and Disney partnership
- Provided direction and consultation for client groups in all areas of Product Creation
- Selected to recruit at universities for Creative Writing, Editorial, PR, and similar opportunities at Hallmark
- Implemented six reorganizations in three different areas of the corporation while meeting or exceeding internal/external client deadlines
- Managed total assets of \$775M with year-over-year increase in revenue
- Awarded Bright Lights Award for excellence in content creation
- Created first-to-market humor for Disney–Shoebbox brands
- Consistently cited year after year for creative contributions, leadership, and innovation
- Charged with motivating, mentoring, and managing non-corporate creatives, providing an environment in which they could thrive

EDUCATION

Cornell University, Ithaca, NY: *Certificate–Strategic Marketing*

Webster University, St.Louis, MO: *MA– Communication Studies, MA–Marketing*

University of Missouri, Columbia, MO— *BJ– Journalism, BA– Spanish, BSED–Secondary Education–English*

Park University, Parkville, MO — *BA– Social Psychology*