

runner, plant lover, hiker enthusiast, taco connoisseur



COLIN ROBERT PARRISH

PUBLIC RELATIONS AND CREATIVE COPYWRITER

CONTACT



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Colin Parrish



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Colin Parrish

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To learn more about me, please visit:
<https://www.colinparrishpgh.com/>

PROFILE

The compatible interaction of words that transcend ideas to actions set my heart on fire. I thrive on coffee and creative charisma. Inspired by ingenuity, I constantly dream with my eyes open while tackling every opportunity thrown my way. I am a Pittsburgh born and raised restaurant foodie addict whose versatile passions include the fluidity of words, compelling story-telling visuals and memorable experiences.

EDUCATION

POINT PARK UNIVERSITY-GRADUATE 2020

Master of Business Administration
Concentration: Management

POINT PARK UNIVERSITY-UNDERGRAD 2015

Major: Bachelor of Arts- Public Relations
Minor: Global Cultural Studies

NORTH ALLEGHENY SENIOR HIGH SCHOOL 2010

High School Diploma, honors coursework

EXPERIENCE

DICK'S SPORTING GOODS ASSOCIATE COPYWRITER October 2022- Present

+ Communications Lead for Out & Proud Team Resource Group

MADE IN PGH WRITER/CONTRIBUTER January 2021- December 2024

Researching, interviewing, and writing niche, trendy topics that highlight the dreamers, makers, and doers of Pittsburgh with over 100 published articles

YAJAGOFF MEDIA, LLC CONTENT MANAGER June 2018- October 2022

Working directly with 20+ local and national clientele managing social media, PR, media relations, graphic design, blog and article writing, website & app development, external/internal communications, and photography

POST-GAZETTE FREELANCE FOOD WRITER January 2022- March 2023

Writing about quality foods, spirits and beers and other culinary trends in Pittsburgh through the lens of small business and showcasing published food photography

HONORS PROGRAM AT POINT PARK GRADUATE ASSISTANT July 2019- August 2020

Working in the Honors Program Department at Point Park University that includes event planning, social media management, internal communications, and leadership initiatives with 200+ undergrad students

SKILLS & QUALITIES

Social Media/ Social Pilot/ Hootsuite
Mailchimp
Wordpress
Media/Blogger Relations
Creative Strategy
Microsoft Office/Google Suite
Writing (PR/ Blog/Social Content)
Canva Design
Microsoft Office
Results Driven
Workfront
Solution Finder

Teamwork/Team player
Copywriting for Marketing/E-commerce
Ability to Perform in Cross-Functional Channels and Matrix Organizations
Collaboration
Excellent Interpersonal Communication and Organizational Skills
Brand Strategy
Reviewing Key Outputs, Takeaways and Results
Knowledge of AP Style
Adobe Experience Manager (AEM)