

JONATHAN PARKER

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Experience

Brand Director, Dissolve (2013 to present)

Develop and oversee brand, content marketing, and social media strategies for a company that provides stock footage to filmmakers and content producers. Collaborate with creative director on web site design. Work with designers to conceptualize and write promo videos, and copy for advertising and collateral. Provide brand and copy support to product, sales, and business teams.

Brand Strategist, Unthinkable Brand (2010 to present)

Brand strategy, copywriting, and creative services for select clients.

Brand Director and Co-creator, Minigroup (2010–2012)

Co-creator of a SaaS collaboration web site. Brand and business strategy, content strategy, interface design, writing and creative. Sunsetting 2015.

Director, Brand Communication, Corbis (2007–2009)

Developed brand and look-and-voice guidelines for Corbis and its owned brands, worldwide. Ensured brand standards were employed in marketing, customer sales and service, and communications departments. Implemented and oversaw social media strategy.

Co-founder and Director of Brand Communication, Veer (2002–2007)

Co-founded a company that provides stock images and typefaces to graphic designers. Oversaw brand development and management, web content and editorial strategy, direct-mail and email copywriting, managed copywriters. Co-produced the documentary film “Helvetica”. Company acquired by Corbis Corporation (owned by Bill Gates) in 2007.

Editor, EyeWire/Getty Images (1998–2001)

Founding employee of EyeWire, a company that provided images, typefaces, and software to graphic designers. Brand direction, product naming, editorial and content strategy, copywriting for direct-mail and online promotion, management of copywriters. Company acquired by Getty Images in 1999.

Copywriter, Editor, Senior Editor, Web Editor, Adobe Systems (1995–1998)

Wrote print and online marketing copy, software tips, product boilerplates and descriptions, and technical documentation for Adobe's graphics divisions.

Selected Awards and Acclaim

Best B2B Video, Shorty Awards 2015

“This Is a Generic Brand Video,” based on the McSweeney’s piece by Kendra Eash. Concept and copywriting.

Vimeo Staff Pick, 2014

“This Is a Generic Brand Video,” credits as above.

Vimeo Staff Pick, 2014

“Emoji Among Us: The Documentary,” concept and copywriting.

3D Objects Award, HOW International Design Annual, 2008

“Helvetica” movie tie-in notebook. Concept and copywriting.

“Perfect 10” Award, HOW Magazine, 2005

Image Showcase direct-mail catalog. Concept and copywriting.

Education

Bachelor of Arts, Urban Studies Major, University of Calgary, 1994

An interdisciplinary course of study involving social sciences, humanities, and the arts. Course work included English, communications, sociology, and art. In addition I took three semesters of management with a focus on marketing.