

Andres Gerardo Parra

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Professional Summary

With an M.S. in Marketing, I create work rooted in storytelling that connects and resonates with target audiences. Whether building social campaigns, crafting newsletters, creating paid ads, or developing feature content, I focus on creating work that engages people. I've worked across digital platforms, both organic and paid, bringing together strategy, design, and storytelling to make marketing feel more human, thoughtful, and impactful.

Education

University of Arizona- Tucson, AZ

Master of Science in Marketing | May 2025

GPA 3.9 | Dean's List | Eller Excellence Medal

Bachelor of Science in Business Administration, Marketing | May 2024

GPA 3.3 | Dean's List | Dean's List with Distinction

Skills & Tools

Social and Digital Platforms | Sprout Social, Facebook Ads Manager, Mailchimp

Content Creation and Design | Canva, Adobe Express, Adobe Premiere Pro, Photography

Web and Project Tools | Drupal(CMS), Trello, Slack

Analytics and Reporting | Tableau, IBM SPSS, Microsoft Excel, Qualtrics

Core Competencies | Content Strategy, Copywriting, Web Writing (AP Style), Social Media Management, Email Marketing, Visual Storytelling, Cross-Functional Collaboration, Community Engagement,

Professional Experience

Marketing and Communications Assistant | University of Arizona BIOS Institute

Tucson, AZ | July 2024- August 2025

- Produced 30+ social media posts using Sprout Social across Instagram, Facebook, LinkedIn, and X, aligning messaging with organizational goals and trending topics.
- Provided on-site social media coverage for events, tours, and ambassador activities, capturing photo and video content, engaging with attendees in real time, and producing recap stories to extend reach beyond in-person audiences.
- Collaborated with researchers, students, and program leaders to create human-centered content, including Instagram Reels, article-based Q&As, and program features that strengthen community connection.
- Designed and launched a 7-week Mailchimp newsletter for the KEYS Internship Program (40.2% open rate, 2.4% click-through-rate).
- Monitored audience engagement and sentiment through Sprout Social analytics, adjusting strategy to boost reach and interaction.
- Built and updated event and feature pages in Drupal CMS.

Social Media Marketing Intern | Rialto Theatre Foundation

Tucson, AZ | August 2023 – May 2024

- Created and boosted ad campaigns through Facebook Ads Manager to drive ticket sales and audience growth.
- Produced targeted email campaigns in Mailchimp for event promotion and donor outreach.
- Coordinated with staff to schedule, approve, and publish engaging content across platforms.

Student Sales Associate | University of Arizona Campus Store (McKale Satellite Location)

Tucson, AZ | May 2021 – May 2024

- Customer Service delivered during peak retail periods, including sports events.
- Collaborated on redesigning store floor layout to improve customer flow and accessibility.
- Created training procedures for the POS system, and trained student-staff on the new system.

Game Day Intern | Tucson Sugar Skulls

Tucson, AZ | April 2023 – July 2023

- Promoted fan engagement programs like the Kids' Club and supported live event logistics.
- Collaborated with merchandise teams to ensure smooth experiences for attendees.
- Adapted in a fast-paced environment, while handling activations and game-day needs.