



JOSHUA PARKER

MARKETING EXECUTIVE & PEOPLE BUILDER

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EXPERIENCE & WORK

CORE COMPETENCIES

- Digital Transformation
- B2B eCommerce Strategy
- AI for Marketing & Sales Enablement
- Distribution Chain Marketing
- Full-Funnel Demand Generation
- CRM & Marketing Automation
- Budget Management
- Data-Driven Decision Making
- Owner / Board Communication

Director of eCommerce & Marketing | Melfred Borzall, Inc.

2016-Present

Executive marketing leader role drove 125%+ revenue growth at a B2B industrial manufacturer by launching new digital revenue streams through building eCommerce and online certificate platforms. Digital transformed lead-handling and specialize in GTM strategy and partner/channel growth. Launched top-down data strategy & governance standardization initiative to align departments.

Fractional CMO & Marketing Consultant | Self-Employed

2014-2016

Founded and operated a marketing consultancy serving small businesses including dental practices, law firms, and brokerages. Led local marketing strategies that collectively generated over \$11M in new revenue that was previously uncaptured within 2 years. Provided bespoke marketing models.

Marketing Ops Manager | EF Education First

2011-2015

Operations & budget oversight for international travel school. Managed a team of 5 direct reports and 40 indirect staff across departments. Led performance management, fiscal projections & analysis, and cross-functional collaboration for international schools in Santa Barbara.



EDUCATION & LEARNING

BRIGHAM YOUNG UNIVERSITY

June 2007

Bachelor of Arts | Communication & Advertising

Bachelor's degree in Marketing Communications. Has served as a vital foundation for communicating in cross-discipline projects and managing teams with personality or focus variety.

UNIVERSITY OF MASSACHUSETTES

May 2019

Masters of Business Administration | Entrepreneurship

Professional Masters of Business Administration with an emphasis on entrepreneurship. This has been integral to any experienced success since.

CORNELL UNIVERSITY

Expected Completion

December 2025

Professional Certificate | Marketing AI

Machine learning and AI marketing functions to enhance the customer journey, achieve data-driven decision making, and impact the success of initiatives.



LEADERSHIP, FACILITATION & TRAINING

CERTIFIED "MULTIPLIERS" COACH

Credentialed by The Wiseman Group in leadership empowerment and team optimization methodology

LEADERSHIP SEMINAR FACILITATOR

Developed and led a 6-session curriculum for small business leaders on vision, accountability, and culture building

INSTRUCTOR: ADVANCED ADOBE CREATIVE SUITE

Taught an 8-week applied design course for marketing professionals and entrepreneurs

TRAINER: PRINCIPLES OF PRACTICAL LEADERSHIP

Delivered leadership development training for volunteer-led ecclesiastical organizations

Current Ecclesiastical Leader

Congregational leader that manages a team of 10 organization presidents and welfare of 130 active patrons.

Recently Published Articles | Thought Leadership

- The Human Edge in an AI World (Underground Infrastructure Magazine)
- [3 Marketing Essentials for HDD Contractors](#) (Trenchless Magazine)
- [3 T's to Beat the HDD Labor Shortage Crunch](#) (Trenchless Magazine)
- [8 HDD Industry White Papers](#)