

Josh Parker

MARKETING, ECOMMERCE & DIGITAL GROWTH LEADER

Santa Maria, California - Open to remote and relocation opportunities - [linkedin.com/in/joshallenparker](https://www.linkedin.com/in/joshallenparker) - joshallenparker.com/resume

EXECUTIVE PROFILE

Marketing and digital commerce leader building growth infrastructure inside B2B, industrial, and entrepreneurial organizations. Work spans brand and demand generation, eCommerce, CRM and automation, distributor enablement, product launches, digital transformation, and revenue operations. At Melfred Borzall, helped support substantial multi-year growth while building digital capabilities that did not previously exist.

Multi-year	Digital growth	40+	Budget owner
Company revenue growth supported during tenure	Sustained digital commerce growth pattern	Team members influenced directly and indirectly	Marketing budget responsibility

PROFESSIONAL EXPERIENCE

Director of Marketing & eCommerce

Melfred Borzall - 2016-Present

Lead marketing and digital commerce for an industrial HDD tooling manufacturer serving contractors, distributors, and utility markets. Mandate includes modernizing demand generation, channel enablement, product communication, customer education, and the digital systems that connect sales, marketing, and service.

- Supported substantial multi-year revenue growth through stronger brand, channel, product, and digital-commercial infrastructure.
- Built and scaled eCommerce capabilities in a market traditionally shaped by distributor relationships, phone orders, and legacy sales motions.
- Developed launch and messaging systems for technical products, including customer-facing education for HDD tooling innovations.
- Advanced CRM, marketing automation, reporting, and customer-data practices to improve operational visibility.
- Led cross-functional work across marketing, sales, product, customer service, operations, and outside partners.

Marketing Strategy	eCommerce	CRM	Marketing Automation
Channel Marketing	Digital Transformation	Analytics	

EARLIER CAREER

Founder / Consultant

Parker Allen Inc. - 2014-2016

Built entrepreneurial and consulting work around commercial problem-solving, digital channels, and operational execution. Experience included building and ultimately selling an Amazon-based brand, giving later B2B marketing work a stronger operator view of growth, margin, customer behavior, and marketplace dynamics.

Marketing & Operations Manager

EF Education First - 2011-2015

Managed marketing and operations work in an education-centered environment, developing early foundations in customer experience, operational coordination, team communication, and practical execution across moving parts.

SELECTED TRANSFORMATION WORK

Digital Commerce Transformation	Distributor Enablement	Marketing Operations Modernization
From limited digital capability to scalable B2B commerce infrastructure: product data, customer experience, analytics, fulfillment handoffs, and adoption inside a traditional industrial sales model.	Education, content, launch materials, portal thinking, and channel communication designed to help partners understand technical products and serve contractors more effectively.	CRM, automation, reporting, and shared customer-data practices that move marketing from campaign output toward business infrastructure and clearer decision-making.

EDUCATION

MBA, Entrepreneurship

UMass Global - Summa Cum Laude

BA, Communications

Brigham Young University-Idaho

Marketing AI Certificate

Cornell University - 2025

AREAS OF EXPERTISE

Growth & Marketing: Marketing Strategy - Brand Strategy - Demand Generation - Product Marketing - Go-to-Market Strategy

Digital Commerce: eCommerce Strategy - B2B eCommerce - Digital Customer Experience - Conversion Optimization - Marketplace Strategy

Revenue Infrastructure: CRM - Marketing Automation - Analytics - Revenue Operations - Customer Data - Marketing Technology

Channel & B2B: Distributor Marketing - Channel Enablement - Dealer Education - Partner Marketing - Industrial Marketing

Leadership & Transformation: Organizational Change - Team Leadership - Digital Transformation - Cross-Functional Leadership - Marketing Operations

LEADERSHIP PHILOSOPHY

Build ownership, not dependency. Create systems that make good work easier. Treat marketing as a business function, not a communications department.