

# Charlie Parker

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Online portfolio: [charpar.com](http://charpar.com)

Commercial sales, digital publishing and digital marketing expert with sixteen years' experience in the UK and USA.

Secured 100% of all advertising revenue for the groundbreaking PROJECT, the first iPad lifestyle magazine. Advertisers included Ford, Kronenbourg, Lexus, BMW, Virgin America, Armani and Tag Watches.

**“Potential advertisers were introduced by [Charlie] Parker to a tablet offering unprecedented technology, which allowed the publication of 'a monthly magazine that will change daily, hourly - minute by minute at all times'.”**

Branson: Behind the Mask by Tom Bower, p. 296.

## Profile

Tablet and mobile media have been the focus of my career since the birth of iPad in 2010 and I have an extensive knowledge of both print and digital markets. I have become a leader in my field by delivering maximum media value and ROI for my clients. I have worked with an extensive list of leading agencies, brands and clients all over the world, generating strong effective relationships by delivering beyond expectation.

## Key skills and recognitions

- Commercial sales and new business development; revenue generation
- Innovative, interactive creation and delivery of pitches and presentations
- Comprehensive understanding of the building of web and native apps;
- Proficient to a professional standard in all Adobe software including Digital Publishing Suite, InDesign, Photoshop, Muse, Edge Animation and web development software;
- Member of 'Team of the Year' at IPC Media, (2003); and
- Nominated for Advertiser and Innovator of the year at IPC Media.

## Selected experience

### Media Inspires: Founder and Head of Digital Business

California | October 2013 - June 16th 2015 | [www.mediainspire.me](http://www.mediainspire.me)

Media Inspires is an interactive multi-media publishing company for luxury brand clients and commercial advertisers. I developed commercial partnerships with luxury brand clients to create a bespoke digital publications and subsequent luxury ad network. This is now available for global advertisers who want to target niche markets. Our analytics showed tangible media value, which in turn increased commercial demand with minimum waste. I also helped design and develop interactive content to increase engagement with readers.

### Dunnhumby: In and Out of Store Propositions Director

London, UK | February 2013 - October 2013 | [www.dunnhumby.com](http://www.dunnhumby.com)

- Delivered a digital media strategy for Tesco that focused on the customer journey resulting in unrivalled benefits that encouraged loyalty to the brand;
- Maximised the value of existing media outputs for Tesco and develop fully integrated media solutions with metrics support for third party advertisers; and
- Proposed the use of the latest digital marketing platforms to extend retail customers' interaction and grow revenue.

### TRVL: Advertising Director of PROJECT

London, UK and New York | December 2011 - February 2013 | [www.trvl.com](http://www.trvl.com)

iPad Advertising Showreel: <https://vimeo.com/53519249> PASSWORD: trvlads

- TRVL Magazine first weekly iPad publication in the app store and achieved over 1.7 million downloads and a five star rating;
- Managed and delivered commercial revenue on a global basis within a bespoke cloud based platform called PRSS (subsequently bought by Apple);

- Devised the digital commercial strategy, established key relationships and secured repeat sales on an international level;
- Created a sales office in New York to train and lead digital sales professionals;
- Pitched and presented to advertising agencies and clients worldwide, which involved designing and presenting mock ups for digital marketing campaigns;
- Achieved global campaigns with Canon, Virgin Atlantic, British Airways, Amex, and a variety of tourism offices.

#### **Seven Publishing: Commercial Director of PROJECT**

July 2008 - November 2011 [www.seven.co.uk](http://www.seven.co.uk)

- Secured enduring partnerships with international brands;
- Delivered £750,000 revenue (on a new media platform) in first 7 months of trading;
- Provided analytical insight on tablet market to agencies in the UK and USA from CEOs to Media Planners; and
- Presented over 250 pitches that made a significant contribution to one of the most successful and exciting iPad publications there has been to date.

#### **Seven Publishing: Account Manager for B2B portfolio**

- Internally promoted to commercially manage Heritage Today and Waterstones Books Quarterly;
- Delivered a 22% increase in advertising revenue during my first year, hitting individual commission and yearly bonus targets; and
- Supported a team of advertising executives in the management of the B2B portfolio, successfully delivering results within annual budgets and surpassing expectation in the sector.

#### **Seven Publishing: New Business Manager for Sainsbury's Portfolio**

- Introduced new revenue streams into three publications;
- Promoted to Account Manager with the responsibility of servicing all Group M agencies and clients for all alcohol brands in store; and
- New Business Pitch Team that created and presented the commercial strategy that resulted in PROJECT, a joint venture between Seven Publishing and Virgin Group.

#### **FMS Luxury Publishing: Commercial Manager for a luxury portfolio**

London, UK | June 2006 – July 2008 | [www.fms.co.uk](http://www.fms.co.uk)

Clients: Triumph Motorbikes, Bentley, Aston Martin and Sunseeker Yachts

- Project manager for Triumph Magazine and Aston Martin Magazine;
- Introduced new advertising business to each title across the portfolio;
- Wrote and designed successful pitches for new publishing businesses (Triumph).

#### **Penn Elcom: Sales and Marketing Manager of Audio Department**

California | September 2003 – February 2006 | [www.penn-elcom.com](http://www.penn-elcom.com)

- Developed new business from inception to an annual turnover of \$2 million dollars;
- Presented marketing opportunities to multinational companies throughout the US.

#### **IPC Media (now Time Inc): Advertising Executive**

London, UK | March 2001 – August 2003 | [www.ipcmedia.com](http://www.ipcmedia.com)

- Managed key advertising agencies including Group M and Aegis Group;
- Nominated for Advertiser and Innovator of the year; and
- Member of Team of the Year for consistently hitting weekly budget targets.

#### **Carat Advertising Agency: Advertising Executive**

London UK | January 2000 – March 2001 | [www.carat.co.uk](http://www.carat.co.uk)

Clients: Beiersdorf, Abbey National (now Santander), Hermes and Cosmo Cosmetics.

#### **Education**

BA (Hons) - Media and Marketing Degree (Second Class Honors) - Staffordshire University, UK

3 A Levels - Kings Manor College (Shoreham Academy), Shoreham By Sea, (UK)