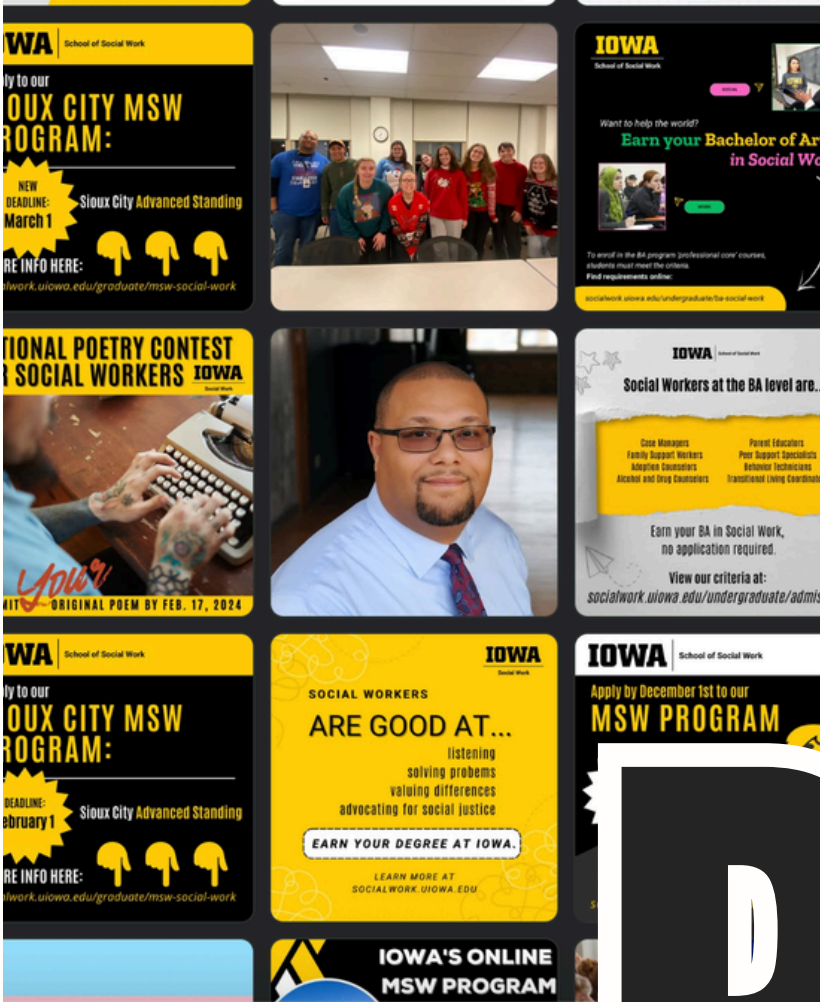




digital media marketing

PORTFOLIO

PARKER JONES



INTRODUCTION

Hello!

My name is Parker and I am a digital media creator, TV producer, journalist, and artist based in Albuquerque, New Mexico. I have years of experience in print and TV news, and as a social media manager and intern. I thrive in positions that emphasize passionate, detail-oriented work, and allow for fluid creativity and collaboration.

University of Iowa Class of 2024

- **BA in Journalism & Mass Comms.**
- **BA in Cinema**
- **Minor in Art**



EXPERIENCE

- **News Producer:** KRQE News 13 (Albuquerque, NM) November 2025-Present
- **Reporter:** The Daily Courier (Prescott, AZ), April 2025-November 2025
- **Special Project Manager:** Corridor Business Journal, May 2024-March 2025
- **Managing Editor, Digital Producer:** The Daily Iowan, Aug. 2020-May 2024
- **Communications Specialist:** Iowa School of Social Work, Sept. 2022-May 2024
- **Social Media Intern:** Infinity Marketing, May 2023-Aug. 2023



Social Work



infinity



SOCIAL MEDIA

Methods and Projects

During my time as the communications specialist for the UI School of Social Work, I managed the department's social media accounts, which included the planning and creation of content campaigns for different goals like admissions and recruitment, apparel sales, alumni events, and more. I also edited and updated the school's website, and monitored the school's email.

To do this, I created graphics using programs like:



DESIGN PRINCIPLES

Every graphic I created for the School of Social Work followed the University of Iowa brand guidelines, using pre-approved photography, colors, and fonts. I used photos of current and former students for a majority of posts meant to target prospective students, and put an overall emphasis into eye-catching visual design and composition. Each post also included a call-to-action.



IOWA School of Social Work

You want to help. To solve problems, build futures, and empower people. Your Iowa social work degree will get you there in a heartbeat.

How about a career in social work?

Join an upcoming **info session** to learn more:

Each info session will be held on Zoom from 4-5 PM.

Feb. 13

Mar. 5

Apr. 2

May 7



Visit bit.ly/BASW_Admissions for more information.

Individuals with disabilities are encouraged to attend all University of Iowa-sponsored events. If you are a person with a disability who requires a reasonable accommodation in order to participate in this program, please contact the School of Social Work in advance at 319-335-1250.

SCAN HERE



SCAN HERE

IOWA
School of Social Work



Want to help the world?

Earn your Bachelor of Arts in Social Work

To enroll in the BA program 'professional core' courses, students must meet the criteria.

Find requirements online:

socialwork.uiowa.edu/undergraduate/ba-social-work

POSTING TO SOCIALS

University of Iowa School of Social Work's Post

**University of Iowa School of Social Work**
January 27, 2024 · 🌐

Want to help the world? Get your BA in [#socialwork](#) at the University of Iowa. ❤️💛 No application is required! Visit our website for information on the criteria to enroll in the "professional core" courses: socialwork.uiowa.edu/undergraduate/ba-social-work



IOWA
School of Social Work

Want to help the world?

Earn your Bachelor of Arts in Social Work

Your BA degree in social work will prepare you to be a helping professional who can:

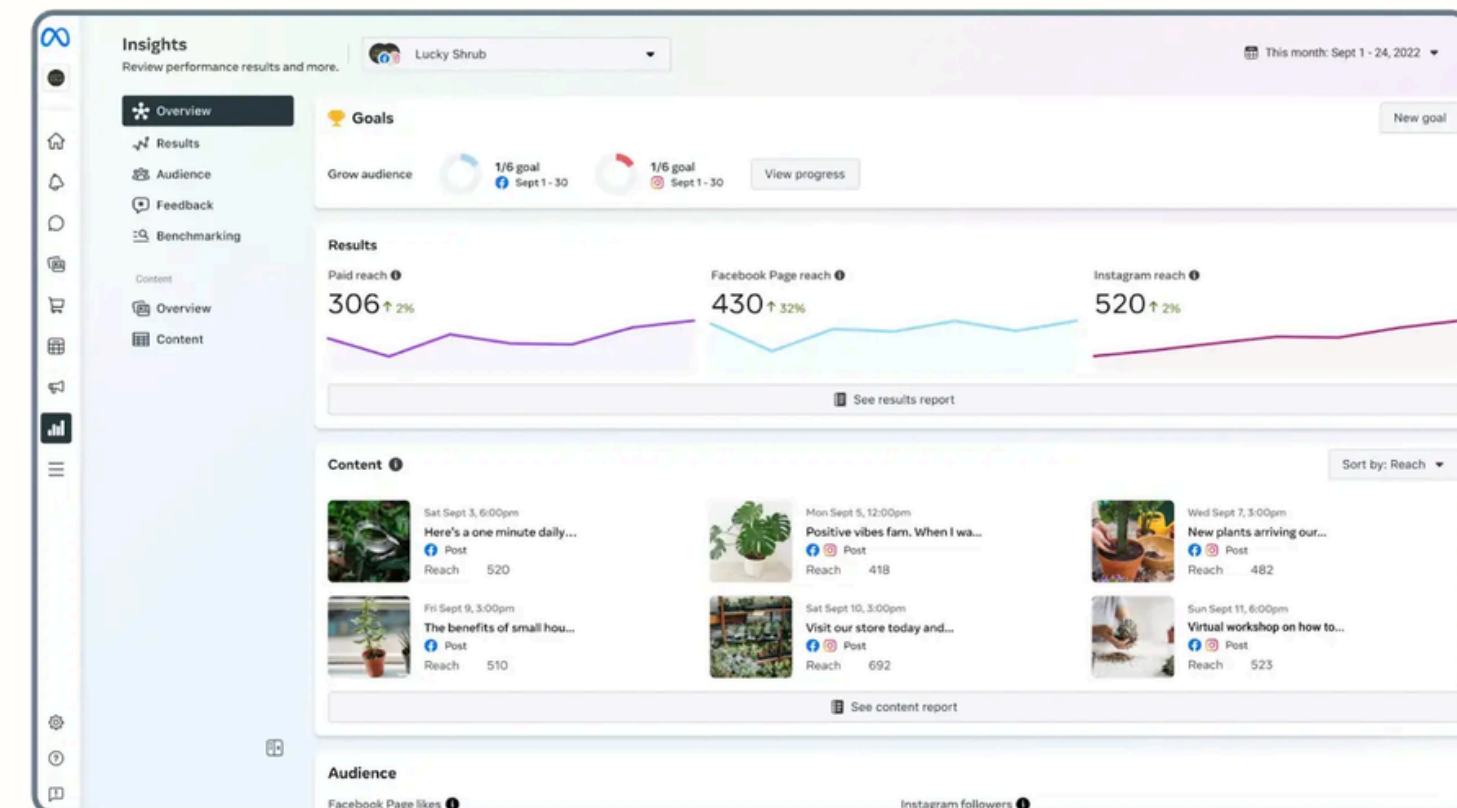
- listen to clients, help assess needs, and connect clients with resources
- help build new programs to meet client and community needs
- engage in social justice efforts to
- help empower marginalized groups

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To coordinate the social campaigns for the School of Social Work, I used Meta Business Suite's planning feature. This enabled me to create custom captions for both Facebook and Instagram – as those platforms had slightly different audiences – and then repeat the process separately for Twitter/X. I emphasized the use of personable but professional rhetoric, positive tone, as well as a few emojis here and there to ensure some visual variation in our captions.



example Meta Business Suite

ANALYTICS

In addition to my role as a social media manager for the School of Social Work, I was responsible for accruing data and creating social media analytics reports for my other job as managing editor of The Daily Iowan. This is a breakdown of some of the posts I drafted and helped our digital producers create, as well as the highlights from the pageview stats of the newspaper’s website.

To do this, I used:



DI ANALYTICS REPORT 12/02 - 12/10

118,643 PAGEVIEWS

Hello all! Welcome to our final analytics report of the year! We are finishing up on a super strong note with a viral opinions article from Natalie Nye. This semester has been incredible from an analytics and digital standpoint, and we have really set a new standard and raised expectations beyond my highest hopes. Thank you so much for a wonderful year, and I cannot wait to continue this trend!

Analytics Report by Parker Jones

TOP STORIES

Opinion | Lisa Bluder deserves a better salary for her accomplishments this year

By Natalie Nye

18,310 Pageviews

Iowa women's basketball's Molly Davis embraces undersized guard role, remains fearless and efficient in offense

By Colin Votzmeyer

6,512 Pageviews

Iowa football to face Tennessee in Citrus Bowl

By Kenna Roering

5,111 Pageviews

Iowa women's basketball notebook | No. 4 Hawkeyes to open Big Ten play at Wisconsin

By Colin Votzmeyer

5,069 Pageviews

Former Iowa football quarterback Spencer Petras commits to Utah State

By Kenna Roering

4,640 Pageviews

HOT TOPICS! GUIDING FUTURE COVERAGE...

- Iowa women's basketball
- Iowa football
- Transfer portal
- Fun features

X (FORMERLY KNOWN AS TWITTER)

Opinion | Iowa Women's Basketball Coach Lisa Bluder deserves a better salary for her accomplishments this year.

150,781 impressions

Iowa punter Tory Taylor took home the Ray Guy Award on Friday night, given to the nation's top collegiate punter. This season, the 26-year-old broke the program record for number of career punts and punting yards, racking up 288 boots for 13,297 yards.

5,158 impressions

Second-year cross country and track and field distance runner Will Ryan spoke with The Daily Iowan about his memories as a Hawkeye, pre-meet routine, and goals after college.

5,125 impressions

FACEBOOK

Opinion | Iowa Women's Basketball Coach Lisa Bluder makes less than half of men's Coach Fran McCaffery despite her extraordinary accomplishments. Time to give her a raise.

507,116 people reached

Not many embrace the role of "undersized guard" as well as Iowa women's basketball's fifth-year point guard Molly Davis does. The 5-foot-7 guard is a quiet but crucial piece to the No. 4 Hawkeyes' highly efficient offense.

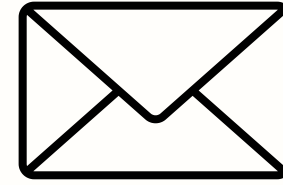
115,076 people reached

The No. 4 Iowa women's basketball team will take on in-state rival Iowa State on Wednesday in Ames. The Hawkeyes are expecting a rowdy environment.

109,246 people reached

Contact

Email Address



parker.jones8@icloud.com



Phone Number

815-322-6146

You can find more of my work, samples of my writing, and a photography portfolio on my website:



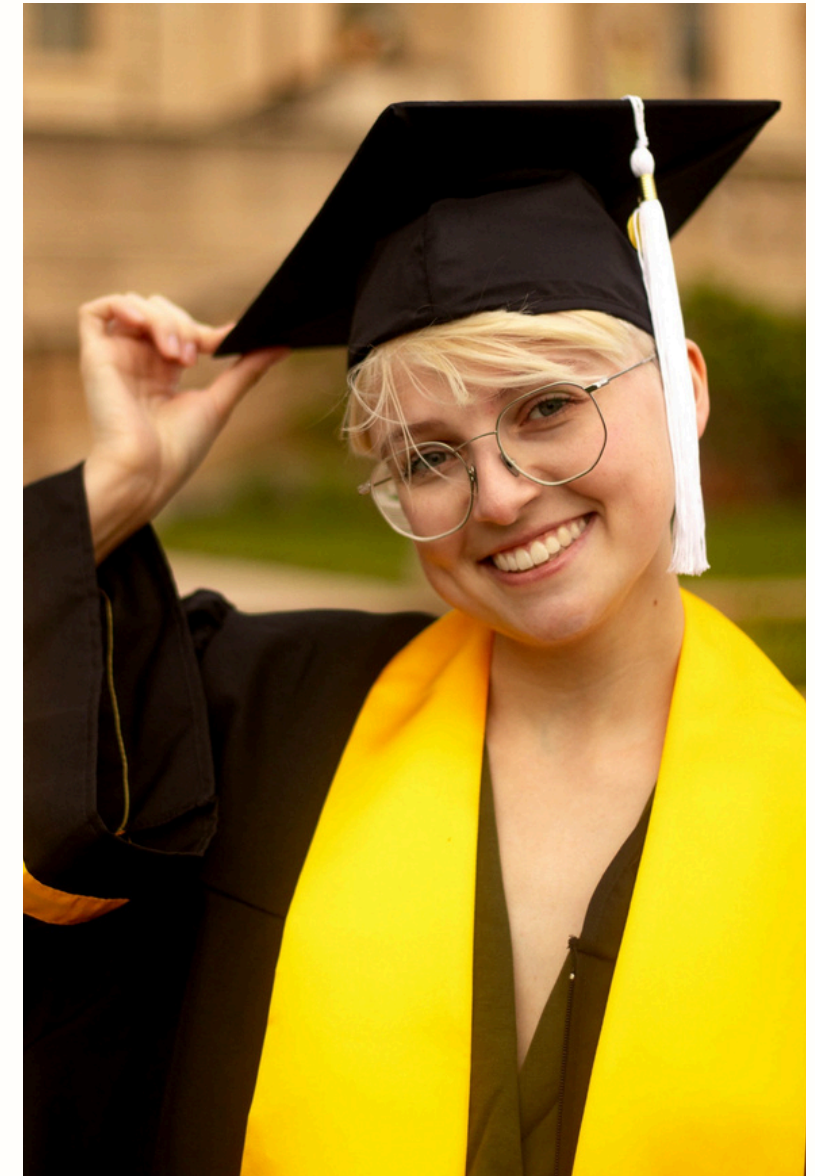
Website

parkerejones.com



LinkedIn

[linkedin.com/in/parker-jones-504042204/](https://www.linkedin.com/in/parker-jones-504042204/)



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- anxiety reduction seminar
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socialwork.uiowa.edu/graduate/licensure



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WORK

To enroll in the BA program 'professional core' courses, students must meet the criteria

IOWA School of Social Work

MSW INFO SESSION

For prospective social work graduate students: Hear about 2024 admissions!

Advanced + Regular Standing ONLINE

April 25, 2024

-6:30 PM

To register, please visit:
bit.ly/MSW-Online-join

Zoom



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