

# BLAKE E. PARRISH

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## EDUCATION

2013 – 2015	<b>RICE UNIVERSITY, JONES GRADUATE SCHOOL OF BUSINESS</b> <i>Candidate for Master of Business Administration (MBA)</i> 3.73 / 4.0 GPA President, Marketing Club   Peer-Elected Representative, Jones Student Association   Energy Club   President, Jones Christian Fellowship   Admission Ambassador   Rice Energy Finance Summit 2014 Texas Business Hall of Fame Scholarship   Rice Jones School Graduate Scholarship	Houston, TX
2001 – 2005	<b>TEXAS A&amp;M UNIVERSITY, MAYS BUSINESS SCHOOL</b> <i>Bachelors in Business Administration (BBA) degree in Marketing</i> 3.71 / 4.0 GPA, magna cum laude Mays Business Fellow   Tournament Director and Starting Midfielder, Men's Lacrosse Team   Outstanding Individual and First Place Team, Stanley (Neiman) Marcus Retailing Communications Competition	College Station, TX

## EXPERIENCE

2014 – 2015	<b>WASTE MANAGEMENT, INC.</b> <i>Waste Management Sustainability Services (Green Consulting) MBA Intern</i> <ul style="list-style-type: none"><li>Redesigned RFP response and pricing process to increase quality and speed of reply; assisted in global retail client's sustainability and energy focused Enterprise Risk Planning proposal, encompassing 11,000+ sites, 100+ metrics and 15-minute interval data</li><li>Redeveloped Waste Management Sustainability Services' value proposition to highlight the business unit's operational capabilities for procuring multi-year contracts, collaborating with National Consulting Manager to interface with Senior Leadership Team</li><li>Provided industry research and recommendations about future technology-driven innovative and disruptive market entrants, shaping Waste Management Sustainability Services' long term strategy</li></ul>	Houston, TX
Summer 2014	<b>GENERAL MILLS, INC.</b> <i>Associate Channel Marketing MBA Intern</i> <ul style="list-style-type: none"><li>Created actionable plans and strategies to integrate the distributor sales force of 750 representatives with General Mills' direct sales force, scaling physical presence in 150,000 US convenience stores</li><li>Researched best practices in the consumer digital marketing landscape and developed guidelines to drive high ROI engagement for the B2B focused Convenience and Foodservice (C&amp;F) division</li><li>Established early rapport with cross-functional C&amp;F team members to initiate and expand relationships with B2C focused Retail teams; built trust and gained buy-in from Retail teams for complementary digital initiatives via communicating key learnings on Millennial convenience store consumers</li><li>Gathered primary data via internal survey and distributor sales representative depth interview and procured secondary data creatively through network contacts, social media, and IRI sales data to build understanding of external stakeholder motivations</li><li>Formally presented three current state assessments and two go-to-market strategies to Senior Leadership Team and cross-functional teams, garnering endorsement for future implementation</li></ul>	Minneapolis, MN
2009 – 2013	<b>PMG AUSTIN</b> <i>Director of Agency Operations (2010 – 2013), Account Manager (2009 – 2010)</i> Idea-and-design boutique advertising firm creating strategy, direct & digital marketing <ul style="list-style-type: none"><li>Led five person team daily and managed \$185,000+ operating budget</li><li>Ensured successful launch and operation of Rudy's Bar-B-Q's eCommerce website platform encompassing shipping smoked meats nationwide by integrating shopping cart back end with restaurant back of house fulfillment, UPS logistics and consumer experience website resulting in first year sales of \$2 Million+</li><li>Developed and closed \$70,000+ in additional projected business from first half 2013 through sales leadership, personal communications, and technical skills development</li><li>Led marketing communications strategies and tactics to advance business relationships and increase client sales across energy, hospitality, sports, and construction industries</li><li>Increased employee retention by 60% year-over-year through implementation of standardized development plans and personal team relationships</li><li>Acquired, retained and expanded business through core strengths including ideation, design, social media, HTML/CSS and content management system (CMS) integration. Trained and supported 40+ customers in technical CMS, SMS, email and direct-marketing communication systems</li></ul>	Austin, TX

2005 – 2009

## **BIG PICTURE THINKING**

Charlotte, NC

*Account Executive (2008 – 2009), Account Coordinator (2005 – 2008)*

Brand consulting firm advising race teams, restaurants, universities, consumer goods and more

- Generated \$10 Million+ in sponsor media exposure through NASCAR affiliation
- Coordinated with NASCAR and Joe Gibbs Racing in brand strategy, communications and logistics. Executed public relations portfolio to NASCAR executives, teams, radio, print, website, social media, email newsletter, and television partners
- Leveraged relationships and built awareness with series, sponsors and media including Kimberly-Clark/Kleenex, NASCAR, US Postal Service (USPS), Nationwide Insurance, Texas Instruments DLP®, USA Today, ESPN, Associated Press (AP) and New York Daily News
- Managed NASCAR driver's brand marketing, public relations and logistics at 80+ races and public appearances

## **PRODUCT LINE MANAGEMENT EXPERIENCE**

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- Marketing-Mix Analysis with Multivariate Regression
  - Regressed sales on advertising and promotion to determine related effects
  - Calculated covariance, correlation, regression coefficient, slope of the regression, multiple regression, and multicollinearity by hand
  - Analysis also conducted in IBM's SPSS statistical software
- Understanding Customer Preference for Durable Good
  - Utilized conjoint analysis, conducting a dummy-variable regression for potential product attributes
  - Derived relative importance of each attribute and identified preferred product design for consumers
- Survey Analysis to Examine User Preferences
  - Analyzed detailed cross tabs to identify significant differences in demographics and ratings
  - Noted and built recommendations using tactics including top 2 box score, average rating, confidence intervals, z-tests, t-tests, and correlation
- Consumer Recycling Behavior Impact
  - Evaluated current economics, business environment and consumer behavior for Waste Management Public Sector Services, collaborating as part of the Rice Action Learning Project
  - Created strategy and tactical plan to reach, educate, and transform recycling behavior in Fort Worth
  - Formally presented findings and recommendations to WMPSS group project lead and stakeholders

## **ACTIVITIES**

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MS150 national fundraising bicycle rides, Team NOV | Deacon, Providence Church | Austin-Guatemala Project | Mobile Loaves and Fishes homeless outreach mission | NASCAR Public Relations Task Force