

Reginald N. Parker-Hollis

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Education

University of Southern California Los Angeles, CA (2018)

- Master of Communication Management. Focus: Media & Entertainment Management.

Howard University Washington, DC (2013)

- Bachelor of Arts, Radio/TV/Film. Minor: Economics.

Skills

Previous Responsibilities

Community Management, Digital Analytics, Qualitative Analysis, Quantitative Analysis, Social Media Marketing, Content Management, Database Management, Platform Strategy, Competitive Analysis, Marketing Strategy, Marketing Planning, Global Marketing, International Marketing, Creative Strategy.

Tools Used

Salesforce, Sprout, Asana, ListenFirst, NetBase, Sprinklr, YouTube Analytics, Google Analytics, YouTube Studio, iTunes Connect, Facebook Insights, Twitter Analytics, Instagram Analytics, Centrifuge, Hootsuite, Sharepoint, Google Suite, Microsoft Office, Pulsar.

Experience

Live Nation, Community Manager/Social Listening. (July 2024 - present)

- Builds topic queries in Sprout to do social listening for Live Nation artists and events.
- Reports on social data insights from social listening.
- Responds and engages with Live Nation brand social conversation.

Freelancer, Volunteer, Customer Service Associate. (Nov. 2022 - present)

- Freelance social analyst.
- Volunteer at American Cancer Society Thrift Store, Writers Guild, American Cinematheque & Independent Movie Theater.
- Customer Service Associate at Paper Source & visual specialist at The Container Store.

Disney General Entertainment, Social Analyst. (May 2021 - Nov. 2022)

- Reported social sentiment and reach metrics surrounding ABC programming.
- Owned monthly performance reports surrounding social sentiment, content, and media type for marketing strategy.
- Reported social sentiment and audience engagement for ad-hoc requests regarding publicity, marketing content, and show storylines.

Walt Disney ABC Television Group, Social Analytics Analyst. (September 2019 - April 2020)

- Owned multiplatform social media performance reports related to Disney Channel brands.
- Managed reporting documents and requests.
- Analyzed views, reach, impressions and social engagement through YouTube Analytics and ListenFirst to guide short-form video strategy.
- Created weekly competitive social reports including the platforms of Nickelodeon and Netflix Futures.

MGM, Domestic Cable & Pay TV Coordinator. (January 2019 - September 2019)

- Managed YouTube platform and community for several MGM properties including *Paternity Court*, *Couples Court*, and *Pink Panther*.
- Managed assets, edited videos, wrote copy and metadata and scheduled videos for YouTube pages through the CMS.
- Brainstormed creative ideas for digital platform and video assets.
- Updated and organized assets as well as set prices for MGM content through the Apple iTunes Connect system.

Disney ABC Television Group, Marketing Strategy & Planning Coordinator (Contract). (June 2018 - Jan. 2019)

- Entered strategic planning information into Salesforce to track the production progress of on-air promo spots for ABC content.
- Updated production statuses, asset versions, creative notes and due dates in Salesforce for both production and marketing team updates.

RelishMIX, Content Manager. (August 2017-June 2018)

- Supported a social marketing agency with entering URL links into an internal tracking system to monitor content views.

NBCUniversal, International Marketing Intern, Home Entertainment. (January 2017 - May 2017)

- Managed Global release tracker in Smartsheets to indicate time frames of physical home entertainment releases.
- Routed assets to Global territories for home entertainment marketing in each territory.
- Drafted creative briefs for global marketing agencies.

Disney ABC Television Group, Social Media Analyst (Contract). (April 2016- Aug. 2016; May 2017-June 2017)

- Supported Disney Channel Marketing & Analytics team with social media engagement reports for Disney Channel pages.

Fizziology, Social Media Analyst (Freelance). (December 2013-March 2017)

- Remotely monitored and graded Twitter posts related to domestic studio films prior to release using the Centrifuge system.