

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

Social Media Analytics, Social Listening, Social Media Management, Database Management, Platform Strategy, Competitive Analysis, Marketing Strategy, Marketing Planning, Global Marketing, International Marketing, Copywriting.

Tools Used

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

Experience

Disney General Entertainment, Social Analyst (Contract Through Genuent). (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 for ad-hoc requests regarding publicity, marketing content, and show storylines.
- Managed and trained interns on processes, listening systems and reporting.

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

- Owned multiplatform social media performance reports related to Disney Channel brands.
- 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.
- Project-managed reporting requests through Sharepoint including completion and correspondence.

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

- Managed YouTube platform for several MGM properties including *Paternity Court*, *Couples Court*, and *Pink Panther*.
- Managed assets, edited videos, wrote copy and scheduled videos for YouTube pages.
- Researched content on various AVOD platforms including IMDB, Pluto and Crackle to create a competitive content list.
- Updated and organized assets as well as set prices for MGM content through iTunes Connect.

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.
- Researched and entered all related video content to television and film properties (trailers, publicity content, etc.).

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.
- Updated the International shared document with available film marketing assets for each territory and film.
- Uploaded assets to shared galleries for marketing in each territory.

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.
- Organized 1000+ social media content posts by content type and property by using Microsoft Excel.

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.
- Wrote brief summaries of weekly social insights regarding films assigned.

Volunteer Experience

Writers Guild Foundation, Volunteer Los Angeles, CA (October 2019 - Present)

Cinema Detroit, Volunteer Social Media Copywriter (Remote) (December 2014-Present)