

# Kindra Parker

EVENTS & MARKETING SPECIALIST / BRAND & ENTERTAINMENT CONSULTANT

Detroit, MI

I am a dynamic and buoyant Events and Marketing professional, that has performed both as a leader and expert consultant with a successful record of generating and building relationships, managing projects from concept to completion and bringing a consumer-focused approach to execution.

I'm also a creative thinker with expertise in the areas of the Music Industry, Event Planning, Marketing/Public Relations, and Social Media. I hold a B.A. in Public Relations, 15+ years corporate experience, and 15+ years entertainment experience. By trade I have skills in event planning, copywriting, team management, program development, training, non-profit management, designing marketing strategies and PR campaigns, building cross-functional teams, and tailoring comprehensive documents and training programs for clients and co-workers.

Experience

Marketing/Publicity Consultant (Independent Contractor)

Detroit, MI  
Sep 2003 - Present

## Larimar Entertainment

Detroit/New York City/Atlanta/Cleveland/Martha's Vineyard

### Film/TV

Social Media Manager 2013/14 Martha's Vineyard African-American Film Festival

Production Assistant 2012 film "Birds of a Feather" (Atlanta) & "Winnerz" (Cleveland)

Music and Talent Department Assistant Oxygen Media LLC (NYC)

### Music

Manage and/or assist marketing and PR efforts for music and entertainment clients: including ABB Records, Grammy nominated artist Dwele (Virgin/Koch Records), Daniel Moore (The Mo'Nique Show), Rogiers (Fibby Music) and more  
Develop Press Kits, news releases, media alerts, and marketing literature for individuals, corporations, products, and events

Entertainment Consultant, assisting w/ brand development for artists on major and indie record labels, as well as unsigned artists and entrepreneurs

Content contributor for [Examiner.com](http://Examiner.com) (Detroit Urban Music Examiner)

### Misc.

Project Manager & Sponsor Coordinator "Dodgeball In The D" 2011

Social Media Manager for UNCF Walk for Education- Detroit 2015-16

Marketing & PR Coordinator for Rinshu Sound System (@Rhode Island Boat Show)

Event Planning for clients including venue selection, staffing, marketing, budgeting contract negotiations, and payouts

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Special Events Director

Detroit, MI  
Feb 2018 - Oct 2019

## Real Times Media

Assisted with negotiations for space contracts, arrange food and beverage, order supplies, equipment, and ensure appropriate décor  
Served as liaison with vendors on event-related matters.  
Developed and manage event production timeline, script, run of show, on-site production  
Managed the development of promotional and collateral material  
Secured event staffing, volunteers, speakers and entertainment  
Worked with leadership to develop and manage overall event budget  
Kept track of event finances including check requests, invoicing, and prepare weekly financial reports outlining event revenue/expenditures  
Ensured event sponsor contract fulfillment

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Events Manager (Lincoln Motor Company/Ford Motor Company)

Dearborn, MI  
Nov 2015 - Feb 2019

## Uniworld Group

Worked with the Experiential Director and automotive account teams to oversee, create, manage and execute client-related events.  
Managed day-to-day responsibilities for event programs such as budgeting, contract negotiations with director supervision, status reporting, and communicating directly with vendors and internal teams, such as PR, digital and creative.  
Served as vendor lead, establish vendor relationships and oversee event activation process.  
Developed and manage budgets for each project  
Developed/maintained event timelines and deliverables.  
Provided POVs for potential sponsored proposals.

Events: ESSENCE Black Women in Music & Hollywood, Steve Harvey Mentoring Program, Ford Experience Tour, Lincoln Presents Luxury Is..., Diner En Blanc, ESSENCE Festival, National Black MBA Conference, Lincoln Style Sessions, Blavity EmpowerHer Conference

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E-Commerce Manager/Reservations Agent

Martha's Vineyard, MA  
May 2013 - Jan 2015

## Harbor View Hotel

Assisted Director of Revenue with all aspects of Distribution for three properties

Assisted Director of Revenue with building of packages, rate codes, promotions, groups and channel connects

Worked w/ Director of Marketing to develop/implement Social Media Branding/ Campaigns

Negotiated rates and upselling rooms to increase occupancy and maximize revenues

Assisted reservations department with overflow operations

Performed hotel 'Manager on Duty' role in rotation

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Marketing Coordinator/Executive Assistant

Birmingham, MI  
Oct 2010 - Jul 2011

## Seneca Partners

Created office procedures, manuals and maintained databases

Created external marketing materials & electronic communications to promote firm's initiatives and achievements

Maintained company website, calendars, travel, and schedules, handled correspondence (i.e. letters, phone calls, emails, RSVPs)

Responsible for corporate event planning from venue selection, staffing, marketing, budgeting, contract negotiations, payouts and sales

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Founder, Vice President, Executive Director

Detroit, MI  
Dec 2009 - Sep 2010

## The J Dilla Foundation (501c3)

Prepared form 1023 and filed for 501c3 status

Developed Board of Directors, trained and managed staff and volunteers

Conceived and led strategy and programs for the organization

Built the organization's brand identity

Developed and prepared annual budget and other financial documents

Developed and ran all social media (Facebook, Twitter, blog, Youtube)

Created and wrote all copy for organization including website & social media

Developed, trained and carried out all administrative components of organization

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Market Manager

Detroit, MI  
Jun 2007 - Jun 2008

## Media Star Promotions

Managed a promotional team of 15 members for (CPG) brand  
Trained new hires as promotional reps in nightclub and retail markets

Managed and executed events from venue selection, budgeting, staffing, contracting, set up & break down

Worked with local venues to create relevant promotional events for brand

Conducted and analyzed face-to-face qualitative marketing surveys (retail/nightclub)

### Education

B.A. in Public Relations

Detroit, MA

## Wayne State University

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studied Music Production & Engineering

Boston, MA

## Berklee College of Music

### New section

## Interests

music, travel, 80s pop culture, entertainment business, marketing, philanthropy

### New section

## [www.musiqueilove.com](http://www.musiqueilove.com)

I LOVE Music!! Here is my music feature platform.

