

PARKER SCOFFIELD

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EDUCATION

Bachelor of Fine Arts in Communications, Major in Advertising, Minor in Business

Apr 2026

Brigham Young University, School of Communications

Provo, UT

- GPA 3.43/4.00
- Awarded the McQuarrie, Gerald R. & Oneida Scholarship
- Earned the Mark and Lola Austad PR Award
- Immersed in global advertising strategy through a study abroad program, evaluating international campaigns at the Cannes Lions Festival

STRATEGY EXPERIENCE

Strategist

May 2024-Apr 2026

BYU AdLab

Provo, UT

- Directed a team of four in designing and fielding a Qualtrics XM survey to 350+ respondents, transforming raw data into a strategic creative brief for the NSAC competition
- Translated qualitative and quantitative research into actionable consumer insights and competitive creative briefs for Utah Days of '47 Rodeo, Amazon Prime, and AT&T across multiple ad competitions

Team Lead and Data Analyst

Sep 2025-Apr 2026

PR Intelligence Lab

Provo, UT

- Mined survey data from 200+ users to uncover key market segments for netSTAR, delivering strategic recommendations that shaped go-to-market positioning for their upcoming browser extension
- Spearheaded multi-client strategy campaigns for the BYU School of Communications and FoodMinds, managing a team of 4 from research through final strategic recommendations

WORK EXPERIENCE

Report Manager

Jan 2026-Apr 2026

Global Ag Company – On Campus Internship

Provo, UT

- Architected and deployed a targeted email marketing campaign reaching 1,200 clients, driving awareness and purchase consideration for agricultural equipment
- Distilled quantitative data into board-level strategic insights, presenting findings directly to a board of directors to inform business decisions

Sales Representative

Apr 2022-Aug 2022

Aptive Pest Control

Livermore, CA

- Cultivated 130+ customer accounts through proactive relationship management, sustaining a 92% retention rate by resolving issues swiftly and building client trust
- Drove \$80k+ in revenue by leveraging consultative, consumer-first communication to convert prospects and deepen existing client relationships

VOLUNTEER EXPERIENCE

Church of Jesus Christ of Latter-Day Saints

Aug 2017-Aug 2019

Full-Time Representative

Reno, NV

- Mobilized and mentored groups of 4–10 volunteers, facilitating weekly goal-setting sessions and performance follow-ups to drive team accountability
- Developed and facilitated recurring communication and productivity workshops for volunteers, measurably improving individual effectiveness and team performance