



## Lateshia Parker

Director of Marketing and Communications, Michigan Saves

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### Position with Firm

2021–present **Director of Marketing and Communications, Michigan Saves.** Serves as the director of marketing and communications for Michigan Saves. Oversees all marketing and communication activities, including content development, promotional activities, contracts, and more to advance the organization’s strategic objectives and brand.

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### Previous Professional Experience

2020–2021 **Marketing and Communications Manager, Alternatives For Girls, Detroit, Michigan.** Developed and implemented a year-round marketing and communications plan. Created and executed a social media strategy across multiple platforms. Redesigned and rebranded the monthly email newsletter, resulting in a 40 percent increase in open rates. Secured 11 media placements over four months.

2020–2020 **Press Secretary, NextGen America, Detroit, Michigan.** Worked with local media outlets to secure press coverage of events and organizational initiatives. Served as the on-the-record spokesperson on behalf of NextGen Michigan. Identified and trained students and organizers to interface with the press. Planned, coordinated, and moderated events. Produced a two-part Web series, *Bridging the Gap*, to engage young Black Detroiters to vote by connecting the issues they care most about to the ballot.

2017–2018 **Communications Manager, Transportation Improvement Association, Troy, Michigan.** Worked with the CEO to develop communication plans and social media strategy. Monitored and analyzed media coverage.

2016–2017 **Social Media Manager, Hickory Farms, Toledo, Ohio.** Created and implemented a social media strategy to increase annual sales.

2014–2016 **Social Media and Public Relations Specialist, Zoup! Eatery, Southfield, Michigan.** Developed and managed day-to-day implementation of the social media strategy. Handled all public relations efforts to promote new locations, local store marketing efforts, and seasonal campaigns. Served as the brand spokesperson for more than a dozen local television appearances in top media markets, including Detroit, Chicago, and Cleveland.

Education Wayne State University, BA in Journalism with a concentration in Broadcast Journalism



## Awards

- *Michigan Chronicle* 40 under 40 Award, 2015
- Spirit of Detroit Award for outstanding leadership and service, 2015