

CHRISTOPHER PARSICK

Port Jefferson, NY 11777 • 631-624-3609 • christopherparsick@gmail.com • WWW: chrisparsick.com •
WWW: linkedin.com/in/christopherparsick/

Professional Summary

With extensive experience in local political campaigns, I have developed exceptional skills in persuasive speaking and writing. My background in digital media production spans 8 years, during which I have excelled in creating captivating video and audio content. With 3 years of digital organizing experience and 6 years of public relations experience, I am adept at effectively communicating messages, I possess the ability to engage and influence audiences through various mediums.

Education

Bachelor of Arts: Public Relations And Digital Media Production

SUNY New Paltz - New Paltz, New York

Skills

- Google Analytics
- Email Marketing
- News Writing
- Website Management
- Public Relations
- Multimedia Editing
- Content Optimization
- CRM Management
- Content Strategy
- Digital Organizing

Work History

Digital Marketing Manager, 06/2024 to 01/2025

Boss Movers NYC – New York, NY

- Produced 10+ videos a month for social media, resulting in 2,110% higher engagement.
- Analyzed data from Google Analytics and other tools to constantly improve digital marketing effectiveness.
- Maintained business website and CRM systems, optimizing for efficiency and ease of use
- Devised and executed targeted digital marketing campaigns, expanding brand awareness and driving a 20% engagement increase on Google.

Capital Reporter, 01/2024 to 05/2024

The Legislative Gazette – Albany, NY

- Enhanced news coverage by conducting thorough research and fact-checking for accuracy.
- Produced news videos, as well as engineered and edited audio podcasts, resulting in 32% engagement increase.
- Collaborated with reporting teams on digital media projects.

Digital Media Coordinator, 10/2023 to 11/2023

Manny Nneji For District Attorney – New Paltz, NY

- Filmed, edited, and optimized campaign videos, driving a 315% increase in engagement across Facebook, Instagram, and Twitter.
- Developed a strategic digital content plan, developing 25+ campaign videos in one month, generating 6,000+ views and increased voter awareness in targeted areas by 500%.
- Conducted comprehensive market research and competitor analysis to inform digital strategy development.

Community Engagement Intern, 02/2022 to 12/2022

For The Many – Poughkeepsie, NY

- Led direct voter outreach efforts, knocking on 1,000+ doors and engaging hundreds of residents, contributing to increased voter turnout for Sarahana Shrestha's campaign.
- Executed strategic canvassing initiatives, persuading 21% of undecided voters to support key progressive policies such as Homes Are Not Hotels.
- Strengthened relationships between organization and local communities through regular communication and collaboration.

Campus Engagement Intern, 10/2022 to 11/2022

Sarahana for Assembly – New Paltz, NY

- Raised awareness for key political campaigns by distributing informative materials and engaging in persuasive conversations with campus residents.
- Collaborated with fellow team members to ensure consistent messaging and seamless coordination of canvassing activities across neighborhoods.
- Cultivated relationships with community members, fostering trust in Sarahana.

Volunteer work

New Paltz College Democrats

- **President of Communications** (*December 2022-May 2024*) - Managed email communications from candidates, political organizations, and coordinated with groups to set up panels and informational seminars to educate students of SUNY New Paltz on NYS political mechanisms.
- **Social Media Manager** (*May 2021-Dec 2022*) - Managed social media accounts and generated multiple posts weekly to promote meetings and encourage political engagement.

New York Working Families Party

- Canvassed for Sarahana Shrestha, Pat Ryan, Michelle Hinchey, Jen Metzger.

References

Stephen Pampinella - Working Families Party

- steve.pampinella@gmail.com
- (518) 221-3781

Sajaa Ahmed - Manny Nneji for District Attorney

- sajaaahmed@gmail.com
- (856) 383-6242

Evan Holland-Shepler - Manny Nneji for District Attorney

- evan@mannyforda.com
- (845) 514-7533

Richie Cartherall - Boss Movers NYC

- richiecatherall@gmail.com
- (718) 926-5781