

Runner, writer, 3+ year Duolingo streak



COLIN PARRISH

PRODUCT WRITER



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Colin Parrish, MBA



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PROFILE

I'm eager to apply for the Product Writer position at Duolingo. As a writer who enjoys crafting clear, engaging concepts, I'm drawn to Duolingo's mission of making education accessible and fun for learners around the world.

EDUCATION

POINT PARK UNIVERSITY 2020 GRADUATE

Master of Business Administration
Concentration: Management

POINT PARK UNIVERSITY 2015 UNDERGRAD

Major: Bachelor of Arts, Public Relations
Minor: Global Cultural Studies

NORTH ALLEGHENY SENIOR 2010 HIGH SCHOOL

High School Diploma, Honors

EXPERIENCE

DICK'S SPORTING GOODS: CREATIVE COPYWRITER October 2022- Present

Creating end-to-end campaign lifecycles across email, paid & organic social media, print, video, radio, out-of-home, SMS/Push, & eComm channels with cross-functional partners for DICK'S, DICK'S House of Sport, Golf Galaxy, Sports Matter & DICK'S Foundation, Grand Openings, & more. I also served as a Communications Lead for our Team Resource Group for 2+ years.

PITTSBURGH POST-GAZETTE: MADE IN PGH WRITER January 2021- December 2024

Researching, interviewing, & writing niche, trendy topics that highlight the dreamers, makers, & doers of Pittsburgh with over 140 published articles.

Y.J. MEDIA CONTENT MANAGER June 2018- October 2022

Working directly with 20+ local & national clientele managing social media, PR, media relations, graphic design, blog & article writing, website & app development, external/internal communications, & photography.

PITTSBURGH POST-GAZETTE FREELANCE FOOD WRITER January 2022- March 2023

Writing about quality foods, spirits & beers, & other culinary trends in Pittsburgh through the lens of small business & showcasing published food photography.

HONORS PROGRAM AT POINT PARK GRADUATE ASSISTANT July 2019- August 2020

Working in the Honors Program department at Point Park University, which includes event planning, social media management, internal communications, & leadership development initiatives & management of 200+ undergrad students.

SKILLS & QUALITIES

Cross-Functional Collaborator
Elite Communication & Organizational Skills
KPI-Driven Mindset
Trend Identifier
Data & Insights Enthusiast

Adobe Experience Manager (AEM)
Adobe Express
Adobe Workfront
homR
Monday.com
Microsoft Office Suite
AI: Jacquard, Copilot, Sushi+FrenchFries

Public Relations
Creative Campaign Strategy & Execution
Print & Digital Marketing
Organic & Paid Social Media
Email Marketing
SMS & Push Notifications
E-Commerce Writing
UX Writing (DICK'S App)
Brand Strategy
AP Writing
Spanish-Language Learner & Translator