

MATT PARRA

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BACKGROUND

Analytical, organized and detail-oriented business professional focused on the end-user experience and inclusivity. Thrives in the unknown, possessing advanced problem-solving skillset. Extensive experience in customer-facing roles ensures a prime candidate for marketing and sales roles. A T-shaped mindset will consistently contribute and thrive in a team setting.

EXPERIENCE

PARRADICE CONSULTING | OWNER / MARKETING CONSULTANT

Colorado Springs, CO, 2024 – Present

- Contract based marketing for entertainment organizations performing consulting, advertising, sales, and planning for clients.
- Clients include the Professional Inline Hockey Association, Dire Wolf Digital, Chip Theory Games, Brotherwise Games, Conhorde, and Dead Tree Studios

ENT CREDIT UNION | BUSINESS RELATIONSHIP MANAGER / MORTGAGE LOAN CLOSER

Colorado Springs, CO, 2016 – 2024

- Onboarded and managed sponsorship and marketing for Colorado Roots Dental Society. Provides close to \$1 million in balances and new accounts per year.
- Top performer in both roles and \$0 loss for the company in eight-year tenure.

CHASE | RELATIONSHIP BANKER / INVESTMENT & BUSINESS BANKER / MANAGER ON DUTY

Loveland / Ft Collins / Colorado Springs, CO, 2011 – 2016

- Consistent top earner
- Successfully oversaw a weeklong annual audit for the largest branch in Southern Colorado as the Manager on Duty in the absence of the Branch Manager and Assistant Branch Manager.

KROENKE SPORTS & ENTERTAINMENT / COLORADO EAGLES HOCKEY CLUB | MAKETING INTERNSHIPS

Denver / Loveland, CO, 2008 – 2010

- The Risk and Event Management Internship for KSE included the Democratic National Convention of 2008, Colorado Avalanche and Denver Nuggets events.
- The Marketing Management Internship for the Colorado Eagles included on-ice promotions and event planning, sponsorship marketing and retention, and event management overseeing 14 other interns a

CERTIFICATIONS

- Microsoft Office Specialist: Excel Associate
- Lean Six Sigma Green Belt
- NMLS Licensed Professional
- Certified Associate in Project Management
- Series 6 Investments Certified
- Notary Public

EDUCATION

B.S. IN ENTERTAINMENT MARKETING & MANAGEMENT WITH A MINOR IN ACCOUNTING

University of Denver, 2005 – 2009

- Coursework completed in Marketing, Management, Accounting, Finance, Business Law, and Manufacturing.