



## Allison Cay Parker

{ stories + strategy }

### PROFILE

Seasoned communications professional with track record of success providing award-winning content, editorial services, coaching, and administrative leadership primarily in the areas of higher education and academic, trade, and independent publishing. Expertise resulting in record-setting fundraising results for clients, increased advances for authors, and reduced production costs for publishers. Focus: long-term projects, relationship-building, diversity, mapping stories to the strategic goals of individuals and organizations.

### CONSULTING & FREELANCE SERVICES (Sole Proprietor Since 2001)

Writer, Editor, Strategic Communications Consultant • [www.acparker.com](http://www.acparker.com)

- Content and program development/management; strategic and tactical planning to support objectives
- Writing: Appeals, proposals, strategic documents generating millions in fundraising and grant awards
- Ghostwriting: Articles, opinion pieces, and speeches for national/int'l publications, high-level events
- Developmental editing and copyediting for book-length fiction, trade nonfiction, academic monographs
- Establishment of editorial best practices for start-up publishers, including mss. tracking and style guides
- Editorial support for university-level e-seminars in areas of social sciences, humanities
- Support for writers and graduate-level students: private coaching, manuscript/admissions/thesis review

### CLIENTS (ORGANIZATIONAL, CURRENT AND PREVIOUS) • Partial List

• African Heritage Press • American Sommelier Association • Columbia University (Digital Knowledge Ventures) • Emerald Bay Books • Fordham University Press • NYU Stern School of Business • OV Books/U of Illinois Press • The Ph.D. Excellence Initiative • TriQuarterly • Joint Commission on Accreditation of Healthcare Organizations

### GHOSTED BYLINES (Client Permission to Share, upon receipt of signed NDA) • Partial List

*The Economist • Financial Times • Forbes • Fortune • New York Times • OZY • Quartz • Washington Post*

### PROJECT DESCRIPTIONS: LONG-TERM CLIENTS

#### ♦ Ph.D. Excellence Initiative (2013–)

For this post-baccalaureate fellowship program housed within NYU Stern and designed to remediate underrepresentation of minorities in the field of economics: Wrote successful proposals to the Alfred P. Sloan Foundation that won pilot grant (2013) and full grant (2017), for combined \$1M+; wrote renewal proposal (out for review). As of 2017, consulted on retainer to support program growth, infrastructure, and visibility, moving to full-time responsibilities as Director of Program Strategy, Communications, and Administration. In 2020, Stern leadership touted the program and its 83% success rate of placing fellows into PhD programs as “among the most significant and effective” of the school’s diversity efforts and highlighted PhDEI in meeting with Alumni Council and leaders of Black/Latinx communities at Stern.

Select ongoing responsibilities and accomplishments on behalf of the Ph.D. Excellence Initiative:

- Strategic Development and Communications: Relationship-building with partner and pipeline institutions; point-person driving collaboration w Federal Reserve Bank of NY; presentations to internal audiences (Stern leadership, faculty) to raise awareness and support for program mission
- External Visibility: Designed/launched website; creator of all online content, social media engagement
- Recruitment: Built and maintain online admissions portal to streamline application process; responsible for expansion/coordination of outreach and campus visits for HBCU and other university Econ Depts; efforts have more than doubled number of applications and raised profile of average applicant
- Annual Research Workshop: Collaborate on agenda and logistical execution, create all supporting materials; instrumental in growing workshop from 5-person round table to important event for 35+ URM scholars from nation's top universities, hosted by NY Fed; implemented and analyze results from online participant surveys; facing challenges of COVID-19 pandemic, drove adaptation and innovations required to create highly successful virtual research workshop to expanded roster of URM scholars
- Administration: Development and management of data-tracking systems; assessment of data related to program participants and applicants; presentation of results, including grant reporting requirements

#### ◆ NYU Stern & Dean Peter Blair Henry (Feb 2010–Dec 2017)

Hired as Developmental Editor for *Turnaround: Third World Lessons for First World Growth* (Basic, 2013); expanded role to include Strategic Communications Consulting on retainer for Dean's Office at NYU Stern as of 2012. Enabled C-suite principal to formulate, articulate, and execute strategies for fundraising, operational excellence, thought leadership, and scholarship. Working with Dean Henry and Stern's Chief Marketing Officer, became major and consistent contributor of content to fuel campaigns and initiatives responsible for highest fundraising totals in school history (measured individually and cumulatively; more than doubled annual average over the dean's tenure, from \$18M to \$36M+).

- Special Focus: Articulation of "Access to Education" stories to drive creation of scholarships at Stern. Result: From zero to 35+ full scholarships for Pell Grant-eligible undergrads (Breakthrough Scholars); narratives contributed toward raising \$45.7M in funds toward scholarships in 2016 alone
- Throughout: Wrote speeches/remarks, contributed to alum magazine, wrote/edited appeal letters, drafted sensitive correspondence w high-level donors resulting in some of largest gifts in school history
- 2014: Creation of NYU Stern's 24-page Strategic Vision Document
- 2012-2013: Led content creation for book release, national tour: op-eds, press kit, presentations, blog
- 2010-2013: Developmental editing of *Turnaround*, resulting in conversion from academic to trade press and increased advance; DE of peer-reviewed articles and scholarly lectures

#### ◆ LeitesCulinaria.com (Mar 2010–Apr 2012)

Hired as independent contractor to fill Managing Editor and Contributing Writer roles for this culinary publication with 3.2 million annual readers at the time. As Managing Editor: Handled all aspects of trafficking and quality control. Recruited, trained, and/or managed production staff including freelancers and interns. Increased revenue by growing online promotions and partnerships. As Contributing Writer: Created original content—essays, interviews, product reviews, recipe headnotes—that drove audience engagement and won recognitions such as inclusion in the *Best Food Writing* anthology (2011) and a finalist award in SAVEUR's "Best of the Blogs" competition (essay category). Conceived and launched initiatives such as the "Literary Lunch Break" column, a monthly live-Tweet book club, and an amateur food photography contest judged by a panel of industry professionals.

## ♦ OV Books (2005–2012)

From inception, served as Consulting Editor to this IPPY Award-winning fiction imprint, whose mission was to champion the short story (through single-author collections and anthologies), keeping it vital and providing authors with readership in an increasingly commercial and competitive marketplace known for disadvantaging the form. Responsible for advising on and implementing best practices for editorial production. Drove transition from hardcopy to digital editing process and established house style and individual-title guides. Copyedited each of the imprint's titles. Provided additional support for publicity.

## ADDITIONAL PROFESSIONAL EXPERIENCE

- ♦ Gotham Writers' Workshop, NYC • Registrar, Office Manager, Events (Jan 2000–Jan 2001)
  - Managed office of New York's largest private creative writing school with online curriculum
  - Maintained the school's registration database, generated enrollment reports
  - Handled accounts receivable, payable, collections, and dispute resolutions
  - Planned, publicized, executed 30+ annual events (public classes and readings) at bookstores and clubs
- ♦ Fish Stories: A Literary Annual of Fiction and Poetry, Chicago (Oct 1995–Apr 1999)
  - Production Manager (1998–1999): managed all typesetting, copyediting, proofreading, galley distribution
  - Fiction Editor, Production Assistant (1997): acquired, edited manuscripts; assisted w/production tasks
  - Editorial Assistant (1995–1996): tracked manuscript flow, managed database, drove fundraising appeal
- ♦ Chicago Sun-Times • Marketing Department • Presentations Writer (Oct 1995–May 1997)
  - Created custom ad-sales presentations across wide category range for national staff of 200+
  - Collaborated with Market Research to obtain relevant data; managed all aspects of production
  - Impacted attainment of new/increased/exclusive ad schedules worth hundreds of thousands in revenue
  - Enhanced options for sales staff by introducing use of laptop-ready decks and augmented color graphics
  - Earned bonus by producing approx. 400 presentations in 1996 (+230% over previous writer's output)
- ♦ Edelman Public Relations, Chicago • Travel & Tourism Group • Intern (Jun 1994–May 1995)
- ♦ Ogilvy Adams & Rinehart, Chicago • Corporate PR • Intern (Jan 1994–May 1994)
- ♦ Marketing Mix, St. Louis • PR Intern (Apr 1993–Oct 1993)
- ♦ Software Publishers Association Europe, Paris FRANCE • Intern (Feb 1991–May 1991)
- ♦ Pan American World Airways, Customer Service Dept., NYC • Intern (Dec 1988–Jan 1989)

## EDUCATION

- 2000 Master of Fine Arts in Creative Writing • Goddard College, Plainfield, VT
  - Thesis: *The Blackness of Bones* (200+pg novel treating themes of Greek-American migration)
- 1992 Bachelor of Arts in Language & Literature (honors) • Bard College, Annandale, NY
  - Thesis: First known translation (French to English) of the novel *Clair de femme* by Romain Gary

## SELECT PUBLICATIONS, SPEAKING ENGAGEMENTS, TEACHING

- ♦ "Love and Immigration in *Amor and Exile*" • Review commissioned by *The Rumpus* (2014)
- ♦ "Saints, Cakes, and Redemption" • Culinary essay anthologized in *Best Food Writing* (2011)
- ♦ "I'll Love You Tomorrow | Valentine's Day for No One" • Essay, in *Leite's Culinaria* (2011)
- ♦ "The Hundred-Foot Journey" • Interview with Richard C. Morais, in *Leite's Culinaria* (2010)
- ♦ "Surreal Meals" • Interview with Aimee Bender, in *Leite's Culinaria* (2010)

- ◆ “Cracker Jack Mom” • Culinary essay, in *Leite’s Culinaria* (2010)
- ◆ “Indian Village, Detroit” • Short fiction published in *The Same* (2009)
- ◆ “Lawrence Durrell and Paul Cézanne” • Literary criticism published in *Deus Loci* (2005)
- ◆ “Wine from These Grapes” • Sommelier profile in *New York Restaurant Insider* (2005)
- ◆ Guest Speaker: First Novel Series, Greenwich CT Arts Council (2001)
- ◆ Seminar: “The Visual and the Verbal” delivered at Goddard College M.F.A. Program (2000)
- ◆ Visiting Writer/Lecturer: Living Writers Series, SUNY Oswego Writing Arts Program (1999)
- ◆ Course: “Fact Into Fiction: Writing Women’s Lives” designed/taught for YWCA (1998)
- ◆ Course: “Fiction Formation” designed/taught for Greenwich Continuing Ed. (1998)
- ◆ Guest Speaker: Keys to Successful Publishing Series, Poets & Writers Inc., NYC (1998)
- ◆ Panelist: Literary Publishing, Mondays at Noon Series, Greenwich CT Arts Council (1998)
- ◆ Ghost Writer: Feature story for renowned artisanal bread bakery, *Pastry Art & Design* (1997)

## VOLUNTEER POSITIONS & ACTIVITIES

- ◆ The International Preschools, NYC
  - International Advisory Board Member (honorary title, awarded 2009)
  - Vice President, Parents’ Association, West 76<sup>th</sup> Street location (2006–2008)
  - Conceived, implemented, supervised first IPS Mentor Pgm (pilot) for 47 families representing 12 nations
  - Mentor Program launched at 76<sup>th</sup> St. in Fall 2006, rolled out to all 5 Manhattan school locations in 2007
- ◆ Homecare Hospice Tree of Light • Writer/Graphic Designer, CT fundraiser (2000)
- ◆ Stop AIDS Chicago • Staff Writer for *Momentum* newsletter; outreach volunteer (1995)
- ◆ Sexual Assault Response Team (through the St. Louis YWCA) • Crisis Counselor (1993)
- ◆ Literacy Volunteers of America • ESL Tutor through Bard College program (1992)

## INDUSTRY SKILLS

CMS/Web-related	WordPress (w plugins), Photoshop; some HTML, CSS, SEO optimization
Office Productivity	Google Suite; Microsoft Word, Excel, PowerPoint; Zoom
Social Media	Twitter, Facebook, Instagram, Pinterest; eager to explore/adopt new platforms
Style Guides	AP Stylebook, Chicago Manual of Style, MLA Handbook
Prior Experience with	MS Access and other relational DBMS, QuarkXPress, Adobe Illustrator

## PERSONAL SKILLS AND INTERESTS

- ◆ Fluent in French (dual U.S./French citizenship)
- ◆ Passionate about international culture, fine arts, culinary traditions, recipe development
- ◆ Competitive Pro-Am Ballroom Dancer, N.D.C.A. (American Rhythm and Smooth)
  - 2019 Second Place, Silver-Level Championship (Smooth), Constitution State DanceSport
  - 2018 Winner, “Best of the Best” Title (Rhythm), Constitution State DanceSport Championships
  - 2017 First Place, Bronze-Level Scholarships (Rhythm), Manhattan DanceSport Challenge
  - 2016 Winner, “Top Female” Award (Bronze-Level Salsa), Arthur Murray District Competition