

asha liana parker · 2nd
Product Manager, Kroger Technology – Digital | Brand + Growth
Marketing Strategist

West Chester, Ohio, United States [Contact info](#)

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- Kroger Digital
- Spelman College

About

Culture-inclusive and entrepreneurial engagement enthusiast with more than 15 years of experience leading teams to deliver breakthrough integrated marketing solutions in health care, cpg, nonprofit and small business. Proven ability to design and execute digital, traditional, experiential, multicultural campaigns to deliver growth, increased engagement, referrals and retention among internal and external audiences.

Featured



Portfolio

Designing experiences, making relevant connections and developing solutions that help people make decisions about products and services that improve their lives is at the heart of the purpose of my work. Explore this brief work-in-review to g...

Experience



Digital Product Manager

Kroger Digital • Full-time
Feb 2021 – Present • 8 mos



Sr Integrated Marketing Consultant

Parker and Company Creative Enterprises • Self-employed
Jan 2019 – Feb 2021 • 2 yrs 2 mos



Service Line Marketing and Brand Manager

UC Health
Jul 2017 – Apr 2019 • 1 yr 10 mos



Senior Marketing Consultant

TriHealth
Nov 2011 – Jul 2017 • 5 yrs 9 mos
Cincinnati, Ohio



Account Executive + Experiential Manager, Coca-Cola MarketVision

Apr 2008 – Oct 2011 • 3 yrs 7 mos
San Antonio, Texas Area



Integrated Marketing Consultant

Parker and Company Creative Enterprises
Apr 2008 – Feb 2010 • 1 yr 11 mos
Greater Atlanta Area



Marketing and Public Relations Project Manager

The Family Health Centers of Georgia, Inc
Jan 2005 – Apr 2008 • 3 yrs 4 mos
Greater Atlanta Area

Education



Spelman College

Bachelor of Arts (BA), English
2000 – 2004

Volunteer experience




Board Member


Dress for Success Cincinnati
Economic Empowerment

Skills & endorsements


Marketing 19

 Endorsed by 11 of asha liana's colleagues at TriHealth

Marketing Communications 15

 Endorsed by 8 of asha liana's colleagues at TriHealth

Strategic Planning 13

 Endorsed by 8 of asha liana's colleagues at TriHealth