

KELA PARKER, LOS ANGELES

CREATIVE PRODUCER

Creative producer and performer with 15 years of experience across multimedia production, including audio, film, television, live performance, and talent direction. Experienced guiding performers, translating production goals into clear direction, managing projects from pre-production through final delivery. Excels at collaborative leadership across complex creative environments.

CONTACT

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WWW.KELAPARKER.COM

EDUCATION

- MFA, MUSIC COMPOSITION
VERMONT COLLEGE OF FINE ARTS
- BA, INTERDISCIPLINARY ARTS
PORTLAND STATE UNIVERSITY
- COMMERCIAL A-Z ACTING
TECHNIQUE WITH JUDY KAIN

KEY SKILLS

CREATIVE & PRODUCTION

- Audio Engineering, Scriptwriting, Interview Editing, Content Production & Editing, Copywriting, Show Development, Host Scripting, Voice Direction, Music Composition & Arranging, Live Event Direction & Coordination, Acting & Voice Acting

DIGITAL TOOLS & SOFTWARE

- Logic Pro X, Adobe Suite, WordPress, SEO, AI Tools (Midjourney, Replit, SuperHiFi), Scrivener, Canva, Google Suite, Quip, Airtable, MailChimp, WooCommerce, Shopify

PROJECT MANAGEMENT

- Creative Asset Delivery, Workflow Systems, Project Direction from Pre-Production to Post, Website & Mailing List Management, A/B Testing

PROFESSIONAL EXPERIENCE

Content Producer – Freelance

Los Angeles, CA | Jan 2024 – Present

- Wrote, recorded, and edited dozens of original scripted content episodes for audio and video podcast
- Built and coded four websites and developed UX/UI for two customer portals and two mobile applications
- Adapted historical documents into a modern multimedia user experience with visual and interactive digital tools
- Developed and distributed digital and physical products, logos, and managed social media marketing (TikTok, Pinterest)

Producer II – Apple Music Radio

Culver City, CA | Mar 2022 – Jan 2024

- Acted as liaison across editorial, creative, and technical teams to deliver polished, high volume audio content for Apple Music Radio
- Scripted host copy and booked recording sessions for top-tier talent on daily, bimonthly, and monthly shows
- Researched artists, albums, and music history to shape compelling show narratives
- Streamlined production workflows using Quip, Airtable, Blackbeard, and SuperHiFi AI

Copywriter & Scriptwriter – StudioBinder

Los Angeles, CA | Jan 2021 – Mar 2022

- Wrote editorial and video content on film, art, and pop culture, driving SEO and engagement
- Researched and developed concepts for blog posts, video essays, and branded articles
- Collaborated with Artistic Director to script AV content with cinematic storytelling principles and audience-driven strategy

Teaching Artist – Urban Voices Project

Los Angeles, CA | Apr 2018 – Jul 2020

- Led music workshops for unhoused and at-risk communities on Skid Row and Venice Beach
- Built a creative partnership with sister organization Safe Place for Youth
- Directed live performance for season finale at Kirk Douglas Theatre
- Fostered musical expression, community building, and healing through performance

Lead Visual Merchandiser – Al's Garden Center

Portland, Oregon | April 2013 – July 2016

- Assisted Artistic Director of award-winning design team in developing and maintaining high volume seasonal displays using annual Pantone colors and industry trends
- Worked as liaison between multiple locations and coordinated merchandising with buyers and managers for location-specific needs
- Painted, constructed, designed and prepped backdrops and display materials with new, repurposed, or custom media