

David Parmet
914-400-4120(m)
david@parmet.net

Background

David Parmet is a veteran public relations executive, technologist and blogger who has worked with diverse companies ranging from IBM to a Savile Row tailor and a South African vineyard. His clients have included several notable Internet businesses involved in blogging, podcasting and other forms of social media as well as companies taking advantage of the social media revolution.

David is a frequently sought after speaker on the subject of social media and its impact on marketing in particular and society in general. He has been interviewed by National Public Radio's Marketplace, Businessweek, the Austin Chronicle and elsewhere, and has spoken at several conferences including the Public Relations Society of America's Technology Section Conference, Syndicate, Web 2.0 Expo, South By South West Interactive, BlogOrlando and the New Communications Forum.

Professional Experience

February 2005 to present - Marketing Begins At Home, LLC - Founder and Owner

Provide media and social media relations advice and services to a variety of small to mid-sized businesses including web start-ups and established companies - including English Cut, Blog Talk Radio, Scrapblog, eSnips, BackBeat Media, GiftGirl and Stormhoek Wines

Achieved coverage for clients in a wide variety of online and offline media, including TechCrunch, Mashable, The New York Times, Fast Company and other consumer and business publications and outlets

Consult with advertising and public relations agencies on social media programs for their clients

Provide training and assistance to advertising and public relations agencies, industry groups and other interested parties through workshops and hands-on training on social media

June 2004 to January 2005 - Environics Communications, Stamford, CT – Account Supervisor (Contract Employee)

Managed day to day media relations activities for high-tech business to business software accounts

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October 2003 – June 2004 - Austin / Lawrence Group, Stamford, CT – Senior Program Manager

Managed day to day media relations activities for high-tech business to business software accounts

Launched Pelham Sloan computers at 2004 Consumer Electronics Show, achieving coverage in major consumer technology publications for a new PC manufacturer with a limited marketing budget

April 2000 – September 2001 - Brodeur Worldwide, Stamford, CT - Account Supervisor

Oversaw all account management, strategic planning, writing and media contact for IBM's ThinkPad brand of personal notebook computers

Achieved coverage in consumer technology as well as general interest publications

Managed account team, including media specialist, reviews specialist and account coordinator and was responsible for career coaching and performance reviews

June 1998 – April 2000 - The Rowland Company, New York, NY - Account Supervisor

Directed account activities for a variety of major high-tech accounts - including software developers, telecommunications providers, dot coms and hardware manufacturers

January 1997 – May 1998 - Stanton Crenshaw Communications, New York, NY - Account Executive

Oversaw strategic planning, writing and media contact for a variety of high-tech and Web-based accounts including software, electronic commerce, Web marketing and Web development companies

1993 - 1997 - New York City Council, New York - Media Specialist

Various posts include Press Aide to the Speaker of the Council and Press Secretary to the Chair of the Standing Committee on Public Safety

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Maintained day-to-day contact with New York City media outlets covering city politics and government on behalf of the Speaker and Council leadership

Organized and managed press conferences resulting in coverage in local print and electronic media

1993 Committee for David N. Dinkins, New York - Press Aide

Maintained day-to-day contact with New York City media outlets covering New York City politics and government on behalf of the campaign

1990 - 1993 New York City Council Office of Oversight and Investigation

Investigated the operations of City agencies in support of the Council's oversight role

Education

Graduate work in Public Administration at SUNY Albany - 1987 - 1989 - No degree completed

B.A. in Political Science from Binghamton University - 1986

Affiliations

Society For New Communications Research - Research Fellow

Social Media News Release Working Group - Member

Social Media Club - Interim Board Member

References

Available upon request