

FARRAH **PARKER**

New Ways To Work Senior Consultant

LOCATION

Los Angeles, California

EXPERTISE

Communications

Marketing

Ghostwriting

EDUCATION

University of Southern California
M.A., Communications
2001

University of Southern California
B.A., Public Relations
2000

WORK EXPERIENCE

CEO 2008–Now
FD Parker & Associates

Communications Strategist 2003–2016
City of Los Angeles

Communications Consultant 1998–2001
Los Angeles Lakers

ABOUT ME

As a woman who burst through a locker room occupied by a world champion basketball team, communication consultant Farrah Parker is no stranger to new challenges. In addition to guiding New Ways to Work, the Los Angeles native currently consults for the Los Angeles Dodgers Foundation, the Jackie Robinson Foundation, LA28 Olympic and Paralympic Games, and retired NBA Champion and broadcaster Matt Barnes to name a few. With an incredible passion for narrating powerful stories that inspire, Parker started her career with the Los Angeles Lakers public relations team during the Shaquille O'Neal/Kobe Bryant era. Alongside a dynamic team, she helped coordinate international media efforts and diverse community relations efforts that solidified the brand's dominance across the globe.

After experiencing multiple championship seasons with LA's home team, Parker ventured to City Government where she worked under the leadership of Mayor Antonio R. Villaraigosa and Mayor Eric Garcetti to facilitate workforce and economic development efforts to improve the quality of life for marginalized populations. A graduate of the University of Southern California, Parker holds a Master of Arts degree in Communication Management and a Bachelor of Arts degree in Public Relations, both from the distinguished Annenberg School for Communication.

In addition to her wealth of public relations expertise, Parker has also been quoted as a communication expert in publications including but not limited to USA Today, The Hill, The Wall Street Journal, Fox Business News, CNN.com, The Independent, Shape Magazine, and CNBC.

New Ways to Work