

# REBECCA PETERSON



2153 Forrest Place NW  
Atlanta GA 30318

[rebeccampeterson42@gmail.com](mailto:rebeccampeterson42@gmail.com)  
678.270.7689



## MARKETING PROFESSIONAL

### EDUCATION



#### Georgia Institute of Technology

Bachelor's Degree  
International Affairs and  
Modern  
Language – Spanish  
May 2013  
Atlanta, Georgia

### SKILLS & ABILITIES



Extensive Experience  
content and brand marketing,  
team management, editorial  
direction, brand strategy,  
creative media development,  
copywriting, nonprofit  
fundraising

Software  
Microsoft Office, G Suite,  
Wordpress, InDesign, SAP,  
WebEx, Odoo, Ceres,  
Constant Contact, MailChimp

Working fluency in Spanish



## EXPERIENCE

### ASSISTANT MARKETING MANAGER | *Hyundai Construction Equipment Americas* Atlanta, Georgia Jan 2016 - Current

- Hand picked to lead the implementation of the new Marketing Department
- Oversees all advertising, public relations, events, and media for the Hyundai Forklift brand
- Organizes and implements all forklift events, most recently managing a trade show with a \$300,000+ budget, coordinating all employees, contractors, and agencies
- Travels across the country as a client-facing brand liaison and account manager, working on brand development, gauging needs, and ensuring the productivity of dealers and end users
- Plays a substantial role in the development of our recent brand overhaul, coordinating with our head office and creative agencies to strategically design and implement the North American brand identity
- Writes and edits the copy for all brochures and email marketing
- Works on special projects, most recently the creation of our new website, working with our design agency to engineer the best possible user experience

### ENGLISH TUTOR | *Success Prep Education* Atlanta, Georgia Dec 2013 - Current

- Teaches English grammar, rhetoric, and composition
- Currently one of the veteran tutors at what CBS Local calls "one of the best ACT and SAT prep(s) in Atlanta"

### MARKETING ASSISTANT | *Friends of Refugees* Atlanta, Georgia Jan 2015 - Jan 2016

- Implemented the brand identity shift by modernizing retail methods and growing its presence on social media.
- Spearheaded the formation of three successful crowdfunding campaigns. Wrote the copy, chose the necessary tools, and managed the entire project- the Nomi Doll campaign raised a combined total of over \$21,000 and was featured in the Atlanta Journal Constitution

### MARKETING INTERN | *Vertera Spine, Inc.* Atlanta, Georgia May 2015 - Jan 2016

- Grew brand equity within the biomedical field
- Led the creation and implementation of Vertera Spine's first product logo and supported its launch
- Reinvigorated Vertera Spine's social media presence by identifying relevant platforms and creating fresh copy and visual content
- Created product/sales documents using Adobe Creative Cloud

### FUNDRAISER & SALES ASSOCIATE | *SD&A* Atlanta, Georgia Feb 2014 - Sep 2014

- Raised funds for Georgia Public Broadcasting and forged relationships within the metro Atlanta community

### FUNDRAISER | *Donor Development Strategies* Atlanta, Georgia Sep 2013 - Feb 2014

- Worked under the Woodruff Arts Center umbrella raising funds for the Atlanta Ballet and Atlanta Opera while also selling ticket packages to performances