

KATIE PETERSON

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Accomplished and outgoing with extensive customer service and client management experience. Known for superior project management abilities with a decisive, results-oriented attitude. A collaborative team player who is energetic and trustworthy. Recognized for attention to detail, going “above and beyond,” and strong interpersonal and communication skills. Knowledgeable and successful in:

- Brand Marketing
- Project Management
- Relationship Building
- Event Coordination
- Administrative Support
- Public Speaking
- Organizational Liaison
- Copy Editing
- Audio Production

PROFESSIONAL EXPERIENCE

LAWRENCEVILLE TOURISM & TRADE ASSOCIATION, Lawrenceville, GA

Marketing Director, June 2011- December 2011

- Coordinated, oversaw, and implemented all aspects of Lawrenceville Tourism & Trade Association’s (LTTA) marketing and communications plan including marketing, advertising, public relations, and special event planning.
- Supervised intern and volunteers
- Fulfilled leads
- Completed first year of Southeast Tourism Society’s Marketing College

LANCOME PARIS/ MACY’S INC., Kennesaw, GA

Beauty Advisor, May 2010- June 2011

- Collaborated with department manager to create strategies and marketing activities to increase sales and maximize profit
- Recognized for ability to consistently achieve and exceed established sales objectives and quotas
- Generated sales through optimized visual merchandising, personalized assistance, and a consistent brand experience.

VERICOM CORPORATION, Roswell, GA

Client Relations Representative, January 2008- May 2010

Accountable for providing dedicated customer service to healthcare marketers while writing, copy editing, and producing audio for on-hold messaging in an effort to raise awareness and promote clients’ marketing and communication initiatives.

- Responsible for 80+ client base
- Built business relationships through professional rapport
- Guided clients through the production cycle of on-hold messaging
- Produced recording sessions with professional voice talents
- Cross-sold Vericom’s products and services

GEORGIA COLLEGE & STATE UNIVERSITY, Milledgeville, GA

Office Assistant for VP/ Dean of Students and his Executive Assistant, 2005 - 2007

- Assisted in coordination and implementation of school presentation days (such as Parents’ Day, Homecoming Week, and Week of Welcome)
- Provided administrative support
- Helped students with campus judicial matters

Coordinator of Peer Financial Counseling, 2004 - 2005

- Only student to be selected by Financial Aid Office
- Designed and facilitated events to provide student financial counseling, which included: coordinating dates, securing presenters, establishing agendas, organizing student literature, advertising, and obtaining feedback from students regarding events

Office Assistant for Financial Aid Office, 2003 - 2005

- Provided administrative support
- Assisted students in completing and processing financial aid forms

ACTIVITIES AT GEORGIA COLLEGE & STATE UNIVERSITY**GEORGIA COLLEGE STUDENT AMBASSADOR TEAM, 2003 - 2007**

- Selected as one of 30 students from Georgia College student body to be the “Face of the University”
- Assisted University President and Alumni Association in welcoming visitors
- Served as a host during University functions such as Commencement, Alumni Weekend, and other Presidential events
- Interacted with prospective students and parents introducing them to the Georgia College experience

Secretary of the Student Ambassador Team, 2005 - 2006

- Served as an officer of the team
- Conducted interviews and chose new Student Ambassadors
- Led team meetings
- Recorded minutes for all meetings

Orientation Leader, Summer 2005 and 2006

- One of ten students selected from Student Ambassador Team to assist with freshmen orientation days that were held four days each summer at the university.
- Conducted a question and answer sessions for approximately 75 new students and parents each week
- Developed mission statement that became theme for the Orientation Team

Georgia College Tour Guide, 2004 - 2005

- Conducted tours for prospective students and parents using facts and anecdotes about the university and Milledgeville, Georgia.

STUDENT JUDICIAL BOARD, Fall 2004 - May 2007

- Selected by Executive Assistant to the Vice President and appointed by the Student Government President
- Served as Justice along with nine other board members and as a panel decided the consequences for student who violated of the Honor Code and the Student Code of Conduct
- Charged to set a positive example for Georgia College students

EDUCATION

Bachelor of Business Administration, Marketing
Georgia College & State University, 2007