

Who is ALEX

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www.thewritingpeters.com

thewritingpeters@gmail.com

Seasoned Storyteller
Brand Developer
Marketing Strategist
Solo World Traveler
Audio Explorer

PETERS?

EXPERIENCE

THE WRITING PETERS

November 2014 - Present || *Self-Employed*

Responsible for regional & national brands SEO driven content creation, marketing development & graphic design needs across several industry sectors.

BOMA ORLANDO

BOMA JACKSONVILLE

May 2009 - Present || *Marketing Coordinator*

July 2017 - Present || *Social Media Manager*

Manages & develops social media strategy & content creation, curates weekly newsletters, develops annual marketing material & writes articles supporting legislative lobbying efforts for local commercial real estate associations.

THE ZIMMERMAN AGENCY - BRIGHT RED/TBWA

January 2015 - March 2016 || *Account Coordinator*

Executed integrated public relation campaigns, wrote winning industry award submissions, agency Design & Shelter liaison, supervised interns, secured & created editorial placement to promote national hospitality & consumer brands cumulating over **1.9 million impressions** on behalf of Party City, Cooper Tire & Extended Stay America.

PROFESSIONAL DEVELOPMENT

- ✓ MusicFestivalWizard.com Contributor & Photographer
- ✓ Florida Public Relations Assoc. - Student Chapter
- ✓ Okeechobee Music Festival Ambassador
- ✓ BUKU Music + Arts Community Ambassador
- ✓ Delta Zeta Sorority, *Panhellenic Delegate*
- ✓ Phi Alpha Delta Pre-Law Fraternity

Personal Travel Blog

www.thewaywardwalrus.com

EDUCATION

FLORIDA STATE UNIVERSITY

2010 - 2014 || *Deans List*

B.A. Creative Writing

B.A. International Affairs

Minor Psychology

SKILLS

TECHNICAL

Adobe Creative Suite

Google Analytics

(*Certification in progress*)

WordPress

Vocus

HootSuite

Constant Contact

WRITING

SEO Copywriting

Content Creation

Ghostwriting

Advertorials

Press Releases

Newsletters

Video Scripts

C-Level Executive Biographies

COMMUNICATIONS

Client Relations

Press Trips

Competitive Analysis

Award Submissions

Crisis Management

Broadcast Segment Set Design



ALEX PETERS

SEASONED STORYTELLER | BRAND DEVELOPER | MARKETING STRATEGIST

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References

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Supervisor

Mary Dillard

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Supervisor

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Client

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Co-Worker