

NICK PETERSON

<https://nickpeterson2020.wixsite.com/piffpeterson>

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EDUCATION

University of St. Thomas, *Opus College of Business*

Sep 2014 – May 2018

B.A. Marketing Management | GPA: 3.24 | Dean's List Student

Student-Alumni Mentoring Program, Film Society, Intramural Sports, Club Volleyball

Richmond, the American International University in London (Semester Abroad)

Jan 2017 – May 2017

Richmond, the American International University in Rome (J-Term Abroad)

Jan 2018

PROFESSIONAL EXPERIENCE

Alumni Ambassador – American Institute for Foreign Study (AIFS)

Jun 2017 – Present

- Lead as an ambassador on campus to promote studying abroad through planning and hosting events, speaking to classes, working at information tables, and discussing with students one-on-one
- Create various posts for AIFS blog page, produce high quality photo and video content, and contribute to other events by promoting AIFS awareness and excitement to thousands of students and other interested supporters
- Collaborate with my campus study abroad office to effectively encourage studying abroad which directly results in increased application and enrollment in AIFS

Digital Marketing Intern – Thomson Reuters (FindLaw)

May 2017 – Aug 2017

- Gained hands-on digital marketing experience throughout the rigorous 12-week internship program working both independently and as part of a diverse team to complete marketing projects for law firms
- Optimized over 1,100 law firm websites and/or marketing strategies using well developed analytical skill-set
- Researched, presented, and recommended revolutionary digital marketing strategies for an audience of over 100 marketing professionals at the FindLaw Digital Marketing Summit

Technology Marketing Intern – On The Go PC

Jun 2016 – Sep 2017

- Responsible for optimizing online store, SEO, & AdWord campaigns for an ecommerce vendor to increase site traffic
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COMMUNITY LEADERSHIP

FINNEGANS (*Volunteer*)

Sep 2017 – Dec 2017

- Conducted product samplings to actively promote philanthropic beverage brand
- Involved in over 600 face-to-face interactions during samplings
- Actively communicated with coordinators for scheduling and marketing strategies

Swim2Win4MD Muscular Dystrophy Fundraising

Mar 2013 – Aug 2015

- Marketing and event volunteer for annual 24-hour swim-a-thon fundraiser
 - Implemented Swim2win4MD.com which led to increased awareness, online donation, and online registration
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SKILLS

- Website Setup & Optimization
- Microsoft Office & Google Suite
- Public Speaking & Storytelling
- Graphic Editing with Adobe CC
- Video Creation, Shooting & Production
- Verbal & Written Communication