

# JASMINE PETERSEN | SEATTLE, WA

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## Experience

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### Marketing Freelancer

· January 2024 – Present

Results-driven Freelance Marketing Consultant with a focus on helping brands authentically connect with target audiences. Expertise in marketing consultation, brand strategy development, and online optimization techniques including SEA and SEO.

### Marketing Manager

· Hunters Capital | June 2023 – Present

Experienced Marketing Manager adept at leading marketing strategies to drive brand growth and awareness in a fast-paced environment. Skilled in website development, content creation, and branding initiatives. Well-practiced in social media management, SEO, and graphic design, with a proven track record of driving results. Ensures that Hunters Capital stays at the forefront of ever-changing marketing practices while working across multiple teams.

### Marketing Coordinator

· Hunters Capital | June 2022 – June 2023

Marketing Coordinator known for quick adaptation and rapid mastering of various responsibilities. Successfully managed newsletter distribution and successful events while overseeing the social media, websites, and marketing of 3 business pages. Instrumental in improving marketing processes with a meticulous attention to detail, resulting in streamlined workflows and enhanced marketing effectiveness.

## Organizations & Volunteering

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### Project Coordinator / Event Manager

· Adopt a Street | Marketing, coordinating, and executing a bi-monthly clean-up of Seattle's Capitol Hill neighborhood.

### American Marketing Association – Puget Sound Chapter

· Communications | January 2024 – Present

## Education

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### Arizona State University

Communication – MA (In Progress)



### Kedge Business School

Bachelor of Business Administration – BBA, Marketing



### Tampere University of Applied Sciences

Bachelor of Business Administration – BBA, Entrepreneurship



### Community Colleges of Spokane

Associate of Arts – AA

## Certifications

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### Digital Advertising

· HubSpot Academy | Issued Nov 2023 | Credential ID d352cfb606ae40cca53cfa3ce8d46d94

## Skills & Abilities

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Project Management • Communication • Search Engine Marketing • Digital Marketing • Web Design & Content • Self-Starter • Driven • Graphic Design • Marketing Strategy • Cross-Functional Collaboration • Social Media • Brand Management • Leadership