

# JASMINE PETERSEN

206.475.1561 | [jpetersenmarketing.com](mailto:jpetersenmarketing.com) | [jasmintelpetersen@outlook.com](mailto:jasmintelpetersen@outlook.com) | [www.linkedin.com/in/jasmine-petersen](http://www.linkedin.com/in/jasmine-petersen)

## Experience

---

### Founder

- Petersen Marketing | 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  
As a generalist marketer with expertise in SEO, SEA, and brand development, I manage all aspects of marketing at Hunters Capital, including web development, content creation, and go-to-market strategies.

Measurable results:

- Increased newsletter subscribers by 20% and boosted open rates by 43% in my first year.
- Doubled community engagement through targeted initiatives and partnerships.
- Improved customer ratings by 5%, 18%, and 35% across platforms through reputation management.
- Tripled conversions in paid search while reducing spend.
- Grew social media following by 24% through strategic content and collaborations.

### Marketing Coordinator

- Hunters Capital | June 2022 – June 2023  
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

---

### Adopt a Street

- Event Coordinator | June 2022 – Present  
Marketing, coordinating, and executing a bi-monthly clean-up of Seattle's Capitol Hill neighborhood. Doubled participation and formed community partnerships.

### American Marketing Association – Puget Sound Chapter

- Communications | January 2024 – Present

## Education

---



### 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

## Skills & Abilities

---

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