



# KARLY PETERSON

## CREATIVE MARKETING PROFESSIONAL

### CONTACT INFORMATION

- Los Angeles, CA
- karlydaniellepeterson@gmail.com
- www.linkedin.com/in/karlypeterson
- www.heyitskarly.com

### SKILLS

- Brand Marketing & Communications
- Social Media & Content
- Creative Marketing Execution
- Project & Campaign Management
- Influencer Marketing & Talent Relations

### STRENGTHS

- Communication
- Individualization
- Positivity
- Empathy
- Winning Others Over

### INTERESTS

- Music (duh)
- Cardio Kickboxing
- Sunday Night Family Dinners
- Digital Illustration
- Mentorship

### CERTIFICATIONS

- Digital Marketing, Shaw Academy
- Social Media Marketing, Shaw Academy
- Music Industry Essentials, NYU

### EDUCATION

#### Loyola Marymount University

*BBA IN MARKETING | 2015*

- Graduated with Honors, Cum Laude
- Pi Beta Phi, Recruitment Chair
- Resident Advisor, First Year Students
- LMU Marketing Society, Member

#### University of Oxford

*STUDY ABROAD | SUMMER 2014*

### WORK HISTORY

#### Associate Producer & Project Manager, Nike

CONSCIOUS MINDS STUDIOS | JULY 2021 - PRESENT

- Manage pre-production & post-production timelines for the original Nike content series "Come Thru" showcasing the voices and stories of BIPOC women in sports, music, finance, entertainment, fashion and culture
- Ensure all deadlines are met to guarantee smooth content production; all content is captured virtually due to COVID
- Supervise the creation of all digital assets across Youtube, Instagram, TikTok, Nike app, Nike website, & partner channels

#### Manager, Global Marketing & Content

DOSE & CO | AUGUST 2020 - JULY 2021

- Launch the new collagen brand in the United States in partnership with Khloé Kardashian
- Manage all elements of influencer partnerships including gifting to over 3,200 influencers and celebrities
- Manage PR agency including securing over 60 press pieces during 3 month launch period garnering over 1.25B imps
- Manage global social media & content calendars, social programming, and copywriting
- Lead all retail marketing and new business marketing with top retail partners in the United States
- Spearhead social media marketing strategy & organic social programming across all channels
- Plan and produce 360 marketing campaigns with Khloé Kardashian and global marketing team

#### Creative Director, Brand Partnerships

TMRW MAGAZINE | MAY 2020 - DECEMBER 2020

- Manage RFPs and proactive pitches for cross-platform client marketing solutions including social, digital, print, gifting, and experiential opportunities for clients ranging from fashion to CPG to artists and labels
- Manage all aspects of brand partnership execution including talent procurement, agency management, success tracking, video & photoshoots, copywriting, social media, and more
- Produced bespoke magazines in partnership with The Weeknd and Electric Feel Management

#### Manager, Brand Partnerships & Integrated Marketing

BILLBOARD & THE HOLLYWOOD REPORTER | NOVEMBER 2019 - APRIL 2020

- Oversaw all elements of marketing programs - including timelines, budgets up to \$350K, and execution
- Produced branded content pieces (videos, articles, marketing spreads, etc.) published in print & online
- Developed social content & copy for partners across Billboard & The Hollywood Reporter owned channels
- Managed brand partner activations at key events such as Women in Music & Women in Entertainment
- Prepared program materials such as deal point memos, contracts, kick off decks, recap decks, & brand studies
- Collaborated with the strategy team to create marketing strategy for client pitches playing a key role in the earning of new business & the renewal of returning business
- Worked with talent management teams to coordinate all talent needs for events & branded content shoots

#### Specialist, Brand Marketing

RED BULL | FEBRUARY 2018 - NOVEMBER 2019

- Created & executed consumer facing multi-platform marketing programs such as Red Bull Festival Run, Red Bull Five Up, Red Bull Van Life, and Red Bull Motocross Can
- Oversaw brand experiences at major sports events & music festivals such as Burton Open, EDC Las Vegas, Lollapalooza, Life is Beautiful, Coachella, Austin City Limits, Red Bull GRC, and Red Bull Rampage
- Developed key retail marketing initiatives across 20 states increasing YOY unit sales by +9.0% & dollar sales by +8.4%
- Worked cross-functionally and interdepartmentally to bridge the gap between the off premise & on premise sales team and all other departments (such as sports, culture, brand partnerships, and communications)
- Managed timelines, recaps, and budgets up to \$1.2M for creative marketing programs
- Coordinated the implementation of national marketing programs at a regional level for programs such as the Ninja custom gaming can, the League of Legends custom gaming can, & consumption activations
- Spearheaded paid digital creative development & execution across social platforms garnering an average of 1-2MM impressions per campaign and continually exceeded company & industry benchmarks
- Managed relationships and communications with third party partners, agencies, & talent
- Analyzed data to inform marketing strategy & consumer profiles
- Ideated on new partnerships for cross selling with high affinity brands

#### Specialist, Consumer Engagement & Community Management

RED BULL | AUGUST 2016 - FEBRUARY 2018

- Spearheaded community management efforts using Sprinklr & built cross-channel social content calendars
- Programmed content & managed copywriting on social posts across Facebook, Twitter, & Instagram
- Led social media sampling strategies and execution in line with consumption occasions & product launches
- Managed consumer response handling and customer service communications strategy