

# KATHRYN PETERSON

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*I'm a firm believer in the significance of building strong relationships and listening with intent. I have expertise in designing, developing, and driving all aspects of content marketing, communications, brand innovation, and market research.*

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## RELEVANT EXPERIENCE:

### **Adobe, San Francisco, CA**

**Senior Manager, Content Marketing**

*June 2015 – present*

- Lead the global content marketing strategy for various products and industries promoting the Adobe Experience Cloud. This is done in the form of articles, videos, immersive experiences, blogs, and infographics distributed through various channels, including social media.
- In my first year, I helped drive more than \$140 million in yearly revenue through our content marketing initiatives.
- Define the content KPIs and desired outcomes across various content teams, effectively communicating content measurement and performance metrics.

### **eBay, Salt Lake City, UT**

**Global Content Manager**

*November 2010 – May 2015*

- Work collaboratively with content stakeholders, including legal, policy and marketing to create retain and build customer loyalty through quality user experiences.
- Coordinate editorial initiatives for eBay's global customers, including mobile apps, online support, emails, help pages and an internal knowledge base.

### **Lumin Publishing, Salt Lake City, UT**

**Executive Editor**

*January 2007 – October 2010*

- Led business development initiatives by meeting with prospective clients, giving presentations and providing digital marketing and custom publishing solutions.
- Took the lead role in planning, managing and editing 75 magazine issues annually, including an award-winning publication selected as "Best Publication" by the Western Publications Association.

### **Imagination Publishing, Chicago, IL**

**Editor, Finance & Business**

*December 2005 – December 2006*

- Planned, managed and executed content marketing strategy for various Fortune 500 companies, including Yahoo and Motorola.
- Supervised a staff of more than 16 freelance writers and two full-time designers

### **Crain's Chicago Business, Chicago, IL**

**Researcher, Copywriter, Online Reporter**

*February 2004 – December 2005*

- Interviewed C-level executives at Chicago companies; reported and wrote about various industry sectors and economic trends for the newspaper's top revenue-generating section.
- In charge of developing online publishing projects, including educational podcasts and webinars.
- Assisted in coordinating the rebranding and redesign of Crain's Chicago Business.

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## ADDITIONAL SKILLS & INTERESTS:

- Global-focused storyteller; proficient in speaking and writing Spanish and Portuguese
- Critical thinking; creative problem solving; enthusiastic collaboration; brand marketing; internal/external communications; public speaking; teaching; primary and secondary research; data analysis
- Other Interests: International travel; community service; piano; photography; pottery

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## EDUCATION:

**Northwestern University, Medill School of Journalism**

Master of Science, Journalism (digital media emphasis)

*Graduated in December 2003*

**Brigham Young University**

Bachelors of Science, Communications & Political Science

*Graduated in December 2001*