

TREVOR PETERS

MARKETING AND COMMUNICATIONS SPECIALIST

CONTACT

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EDUCATION

B.S. Political Science

Florida Southern College

- 2015-2018
- GPA: 3.96/4.00 (Summa Cum Laude)

B.A. Spanish

Latin American Studies Minor

Florida Southern College

- 2015-2018
- GPA: 3.96/4.00 (Summa Cum Laude)

SKILLS

Media and Web Development:

- Proficient in WordPress, Google Analytics, SurveyMonkey, Constant Contact, Meltwater, and Canva

Proficiencies

- Microsoft Office Suite

Languages

- English - Native
- Spanish - Advanced knowledge of speaking, writing, and reading

REFERENCES

Emily Lhotka
Marketing Specialist
Contexture
emilylhotka@gmail.com
1 year professional relationship

Erin McPherson
Associate Editorial Director
6AM City
erinmcperson@6amcity.com
4 year professional relationship

PROFILE

Over the course of my career, I have developed a personal and professional passion for editing, writing, brand development, and healthcare communications. I excel in crafting compelling narratives and strategic messaging that engage target audiences. Leveraging my adept skills and tactical mindset, I strive to deliver innovative content strategies that captivate and inspire, with the ultimate goal of driving impactful engagement through authentic, creatively crafted communication initiatives.

WORK EXPERIENCE

Marketing Specialist

January 2023-Present

Contexture

Denver, CO (Hybrid)

- Managed website content and design updates, optimizing user experience, and ensuring alignment with brand guidelines and industry standards, resulting in a 20% increase in website traffic and improved conversion rates.
- Led social media management efforts, overseeing content creation, scheduling, and community engagement across multiple platforms, resulting in a 30% increase in followers and enhanced brand reputation.
- Provided expert consultation on internal and external healthcare communication strategies, collaborating with cross-functional teams to develop messaging frameworks, communication protocols, employee engagement initiatives, and branding standards.

Multi-City Editor

August 2021 - November 2022

6AM City

Denver, CO (Remote)

- Strategized, authored, edited, and disseminated up-to-date nonpartisan current events content tailored to captivate hyperlocal audiences.
- Curated diverse content spanning news, lifestyle, and events from regional media sources, synthesizing it into concise, original pieces for distribution across newsletters, websites, and social media platforms.
- Contributed to the development and execution of strategic content blueprints for the organization's 25 city-specific email newsletters, aiming to enhance audience engagement and amplify brand presence within local communities.

Associate Editor

November 2020 - May 2021

ChatterSource

Denver, CO (Hybrid)

- Maximized website traffic through daily SEO updates, content creation, and original social media posts.
- Launched ChatterSource social media accounts and developed a voice for the brand while building expectations for followers.
- Proofread and edited 1,000+ articles, emails, and other marketing materials prepared by all staff members.

Editor

November 2019 - November 2020

6AM City (RALtoday)

Raleigh, NC (In-Office)

- Researched, wrote, and edited content on the latest nonpartisan local news to engage all 30,600 newsletter subscribers with their community.
- Optimized original strategies to maximize coverage, advertising opportunities, and subscriptions to the daily newsletter.
- Fostered meaningful relationships with community leaders to better serve the brand's audience.