

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, and Canva

Proficiencies

- Microsoft Office Suite

Languages

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

REFERENCES

Erin McPherson
VP of Editorial
6AM City
erinmcperson@6amcity.com
4 year professional relationship

Britt Thorson
Associate Editorial Director
6AM City
britt.thorson@gmail.com
3 year professional relationship

PROFILE

With seven years of experience in internal and external communications, editing, and brand development, I have honed my ability to craft compelling narratives and strategic messaging that effectively engage target audiences.

My innovative approach and strategic skills enable me to develop content strategies that inspire and drive impactful, data-driven engagement through authentic communication efforts.

WORK EXPERIENCE

Marketing Specialist

January 2023-Present

Contexture
Denver, CO (Hybrid)

- Serving as the in-house editor, ensuring grammatical accuracy and alignment with brand standards for all internal and external digital and physical communications.
- Owning all organizational social media management efforts, overseeing content creation, scheduling, and community engagement across multiple platforms
- Providing 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.
- Overseeing website content and design updates to optimize user experience, ensuring consistency with brand guidelines and industry standards.

Multi-City Editor

August 2021 - November 2022

6AM City
Denver, CO (Remote)

- Curated diverse content on news, lifestyle, and events from regional media sources, synthesizing it into concise, original pieces for newsletters, websites, and social media platforms.
- Contributed to the development and execution of strategic content plans for 25 city-specific email newsletters, enhancing audience engagement and amplifying brand presence within local communities.
- Strategized, authored, edited, and disseminated up-to-date, nonpartisan current events content tailored to captivate hyperlocal audiences.

Associate Editor

November 2020 - May 2021

ChatterSource
Denver, CO (Hybrid)

- Maximized website traffic through daily SEO updates, content creation, and social media posts.
- Launched and managed ChatterSource social media accounts, developing a distinctive brand voice and fostering connections with the follower base.
- Proofread and edited over 1,000 articles, emails, and other marketing materials prepared by 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 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.