

# Kelly J. Peterson

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## EXPERIENCE

### Edelman

New York City, NY

Junior Social Strategist and Graphic Designer – Adobe Photoshop and Lightroom

August 2022 – Present

- Designs assets for Instagram, TikTok and YouTube, making data-driven content for user engagement.
- Crafted a content launch strategy for Lightroom's TikTok channel to broaden the brand's reach among a Gen Z audience, generating 30MM views and ~500k likes in the first 3 months.
- Conducts audience research to contextualize brand strategy around platform trends and industry developments.
- Curates editorial content calendars based around insights from test and learn plans.

### Freelance Graphic Designer

May 2022 - Present

### USC Undergraduate Student Government

Los Angeles, CA

Director of Public Relations

April 2021 – May 2022

- Led cross-functional teams to recommend and execute creative and communication strategies.
- Spearheaded a year-long campaign promoting organizational transparency by creating and dispersing infographics, banner ads, and pamphlets around campus.
- Consulted and approved all official USG communications.

### Quest Nutrition

Los Angeles, CA

Graphic Design & Influencer Relations Intern

May 2021 – August 2021

- Designed [internal assets](#) to curate and improve Quest's influencer program's visual identity.
- Used the MAVRCK platform to manage the "Quest Squad," consisting of 7,000+ influencers.
- Crafted a successful pitch to Lindsey Horan during the 2020 Summer Olympics to acquire her as a "Quest Athlete."

## VOLUNTEER & LEADERSHIP

### Trojan Marketing Group

Los Angeles, CA

Designer & Creative Strategist

September 2019 – May 2022

- Crafted compelling data-driven marketing campaigns for customer acquisition and retention, such as the brand redesign for [South LA Café](#)
- Managed design asks for external assets for marketing campaigns, including packaging design, banner ads, and weekly pitch decks detailing our creative strategy.

### Alexis Areias and Lucy Warren for USG PVP

Los Angeles, CA

Director of Communications and Marketing

December 2020 – March 2021

- Created cohesive campaign brand guidelines, including color palettes, copy/language, iconography and social media assets.
- Generated 35,000+ unique impressions and increased following by 3,855% in two weeks.

## EDUCATION

### University of Southern California, Annenberg School for Communication

Los Angeles, CA

B.A. in Public Relations, Communication Design minor

August 2018 - May 2022

Honors: The Dean's List, Renaissance Scholar, Magna Cum Laude

## SKILLS & INTERESTS

**Technical Skills:** Adobe Creative Suite, Graphic Design, Google Suite, Powerpoint, HTML, CSS, JavaScript, jQuery, Presentation Design, Web Design, Social Media Strategy

**Soft Skills:** Creativity, Logical Reasoning, Public Speaking, Time Management

**Interests:** Photography, Visual Arts, Tennis, Drawing, Cats