

J. KELLY PETERSON, MBA

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Strategic-Thinking Marketer with Vision and Entrepreneurial Background

Energetic, results-driven professional with 11+ years of progressive marketing experience. Known for ability to innovate, problem-solve, and implement initiatives. Entrepreneurial mindset with start-up and international work experience, along with background encompassing all business operations. Effective team leader and communicator.

Areas of Expertise include:

- Business / Marketing Strategy
 - Business Unit Responsibility (P&L)
 - Channel Development
 - Corporate / Product Branding
 - Social Media / Web 2.0 Initiatives
 - Financial Analysis
 - Public Relations
 - Product Launch / Life Cycle Management
 - Pricing Strategy
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CAREER AND ACADEMIC ACHIEVEMENTS

- **Identified and signed strategic partners to build new business channel** – grew promotional sales from zero to over \$600,000 with 25% margin in 12 months.
 - **Developed and led marketing campaign to capitalize on margin-driven e-commerce initiative** – increased website hits to over 100,000 per month and sales reached 3,000 units in four months.
 - **Spearheaded 20+ media relations campaigns for technology clients to build brand awareness** – one client received coverage in over 300 different articles in 18 months.
 - **Ranked first in class / 4.0 G.P.A. – MBA, John Cook School of Business, Saint Louis University, Entrepreneurship program** – program named in top 5 for entrepreneurs in 2010 by *Fortune* magazine. Won first prize in Billiken Angels Network 2010 business plan competition for SLU developed weather forecasting technology.
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PROFESSIONAL EXPERIENCE

Independent Contractor, Clear Lake, IA / Denver, CO
MARKETING CONSULTANT

Jun 2011 – Present

Worked with multiple start-ups to create business strategy, as well as sales and marketing initiatives. Currently, lead on development of online marketing software application by third-party developer.

BCT Midwest, Des Moines, IA
GENERAL MANAGER / VP OPERATIONS

Aug 2010 – Feb 2011

Managed wholesale print manufacturing facility with a staff of 20 employees.

- Oversaw the day-to-day operations within accounting, customer service, human resources, pre-press, sales, and manufacturing departments.
- Created annual budget, and handled daily accounting functions and monthly reconciliations (MAS90).
- Negotiated majority of third-party vendor contracts and supplies.

JKP Marketing, St. Louis, MO
OWNER / PROJECT MANAGER

Nov 2007 – Jun 2009

Consulted and advised on traditional and Internet marketing practices for technology clients.

- Created, implemented, and managed media relations, as well as social media, search engine optimization (SEO), and pay-per-click (PPC) campaigns.
- Contracted as Project Manager to oversee internal and external staff on the design and development of websites and custom database applications at MB Consulting Group (MBCG), an IT services firm.

Auvi Technologies / Auvi Electronics N.A., St. Louis, MO
DIRECTOR OF MARKETING / CO-FOUNDER

Jun 2003 – Oct 2007

Continued

Led U.S. office of eight employees, planned and executed marketing strategy, and handled P&L and operations for CE company. Traveled extensively throughout the Americas, Europe, and Asia working with different offices, as well as with distribution, technology, and manufacturing partners.

Marketing / Sales / Business Development

- Planned, executed, and monitored corporate communications and branding initiatives, and directed creation of all sales and marketing collateral, as well as managed external marketing agencies.
- Outlined sales and merchandising strategy, defined product pricing matrix, and worked alongside Sales Vice Presidents to supervise and coordinate 23 sales reps within different channels.
- Negotiated and served as point-of-contact on all licensing and vendor agreements with partners.
- Developed merchandising support concepts and oversaw fulfillment of point-of-sale (POS) and point-of-purchase (POP) displays to assist sales at retail level.
- Implemented monthly newsletters and extranet site to update partners, staff, reps, and customers.
- Managed event schedules and budgets, and presented at domestic and international tradeshows.

Finance / Operations / Sourcing

- Created annual budgets for all offices while maintaining finances for U.S. office (Quickbooks).
- Worked with third-party accounting firm on payroll, taxes, year-end closing, and other compliances.
- Served as liaison to third-party legal counsel on trademark and patent registrations.
- Recruited, hired, and trained individuals in the U.S. and international offices.
- Negotiated and coordinated all logistics with different U.S., Europe, and Asia shipping partners.
- Worked with Asian manufacturing partners on development, production, certifications, and sourcing.

Easy Data Access, St. Louis, MO

MARKETING CONSULTANT

Aug 2004 – Jun 2007

Consulted and collaborated on the creation of all marketing, business development, sales, and product materials for document management software startup, a sister company of Auvi Technologies.

GPX Inc. / Bantam Interactive, St. Louis, MO

MARKETING MANAGER

Aug 2002 – May 2003

Created corporate and product communication strategies for CE company and its technology start-up.

- Developed all corporate and sales material, as well as managed tradeshow budgets and activities.
- Implemented advertising, PR, and website strategies while managing third-party agencies.
- Researched, contacted, and established Europe distribution relationships.

LEWIS P.R. / LEWIS Communications, San Diego, CA / London, UK

SENIOR ACCOUNT EXECUTIVE / PARTNER

Aug 1999 – Jul 2002

Handled media and public relation services for clients within global IT public relations agency, based in London. First American employee, mentored directly under CEO, and promoted quickly to be named youngest partner (shareholder) in 2001.

- Managed three-member team across six accounts, and was responsible for strategic planning and tactical execution of the campaigns to the development of corporate messaging and positioning.
- Drafted, edited and pitched press releases, response letters, case studies, and bylined articles.
- Maintained key industry relationships with journalists and analysts.

EDUCATION, AWARDS AND HONORS

Master of Business Administration, Saint Louis University, May 2010

4.0 G.P.A. (56 credit hours)

Beta Gamma Sigma member

St. Louis Regional Business Council Mentor program 2009-2010

Golden Key International Honor Society

Bachelor of Science in Marketing, Iowa State University, May 1999

Bachelor of Science in Finance, Iowa State University, May 1998