

Derek Peterson

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PROFILE

Dynamic, team-oriented leader with a strong sense of responsibility, dependability and accountability. Versatile marketing capabilities with proficiencies in planning, design and writing.

SKILLS & COMPETENCIES

Brand Management; Art Direction; Graphic Design; Marketing and Business Writing; Online Marketing; Project Planning and Execution; Budgeting; Expertise with Microsoft Office and Adobe Creative Cloud.

CAREER HISTORY & KEY ACCOMPLISHMENTS

Senior Marketing Specialist / Graphic Designer / Copywriter – 2013 to present

NiteLight Marketing – Papillion, Nebr.

- Offer creative marketing services to community partners, business associates and non-profit organizations.

Marketing and Sales Associate – 2015 to 2016

Financial Transmission Network – Omaha, Nebr.

- Gathered marketing materials from third-party agencies and vendors for in-house marketing management.
- Standardized materials' designs, colors, typefaces, logo use and other aspects of brand management.
- Designed and wrote press releases, success stories, flyers, brochures, e-books, emails and webpages.
- Serviced a HubSpot-based website, creating pages and emails, and designing graphics for calls-to-action.

Marketing Design Manager (promoted to position) – 2010 to 2013

Senior Marketing Specialist (promoted to position) – 2003 to 2010

Marketing Specialist (promoted to position) – 2001 to 2003

Marketing Coordinator – 1999 to 2001

Securities America – Omaha, Nebr.; La Vista, Nebr.

- Grew the firm's marketing staff and capabilities to a full-service 10-person creative team.
 - Established a sophisticated, personalized in-house printing operation.
 - Produced national advertising including design, media planning, negotiating, purchasing and placement.
 - Created marketing for the firm, individual departments and nearly 2,000 affiliated independent businesses.
 - Managed public relations and communications including working with publications and writing releases, letters, articles, email, speeches and social media for executives, departments and company leaders.
 - Diagnosed reputation risk generated by Internet search engines. Search results were 100% negative above the fold and 65% negative on page one. Analyzed the problem, developed counter measures and directed online reputation management resulting in consistent 100% positive page-one search results.
 - Educated executive leaders on the value of short-term and long-term online brand strategies, securing project and budget approvals to address needs.
 - Successfully implemented a modern, scalable infrastructure to meet evolving digital and online needs.
 - Developed, presented and supervised annual marketing budgets greater than \$2 million per year.
 - Appointed as the marketing subject matter expert for the firm's acquisition of another firm. Built and executed communications as part of a 1,500-line-item acquisition 'to do' list.
 - Created and executed a 24-page, full-color, large-format daily magazine for annual five-day national conferences. Produced each day's unique magazine on site with that day's content and photographs. Coordinated overnight printing and distribution with commercial printers in host cities across the country.
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EDUCATION

“Leadership Sarpy” Leadership Program

Legacy Project: “Historic Downtown Papillion Walking Tour” with markers, maps and promotions

Master of Business Administration Degree from Iowa State University – GPA: 3.50 / 4.00

Major: Management with a uniquely designed Marketing emphasis

Marketing Research Assistantship; Transportation & Logistics and Accounting Teaching Assistantships

Bachelor of Arts Degree from Morningside College – GPA: 3.78 / 4.00 – Magna Cum Laude Graduate

Double Majors: Graphic Design and Business Administration with an Advertising emphasis

Double Minors: Mass Communications and Studio Art