

**Emma Peterson**  
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## **EDUCATION**

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B.A., Communication  
May 2010  
University of Northern Iowa, Cedar Falls, Iowa

## **WORK EXPERIENCE**

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West End Architectural Salvage, Des Moines, Iowa  
August 2010 to December 2010

- Freelance Social Media Strategist
- Developed and implemented social media marketing strategy
- Reconstructed website and built the West End blog (westendarchsalvage.com)

Authentic Records, Des Moines, Iowa

May 2010 to present

- Marketing/Social Media/Talent Strategist (including internship)
- Implemented marketing tools (CyberPR, SonicBids) and managed campaigns with Palm, Inc. and Sweet Relief Musicians Fund
- Represented current artists on label and new talent

Phantom EFX, Cedar Falls, Iowa

January 2010 to present

- Marketing/Sales Communication Specialist (including internship)
- Maintained web presence through social media, blog, YouTube, and advertisements
- Designed Reel Deal game promotions and campaigns for Internet and magazine

## **EXTRA-CURRICULAR ACTIVITIES**

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### **Competitive Speaker**

UNI Forensics Team

2007 to May 2010

- Team President - 2009 to 2010
- Team Secretary - 2008 to 2009
- Created and delivered presentations in a variety of speaking situations, including small group and large forum

### **Assistant Instructor**

Classic Upward Bound Program, University of Northern Iowa

Summers - 2008 & 2009

- Mentored and instructed high school students
- Taught students how to write persuasive and poetic speeches

### **Volunteer**

United Way of Central Iowa

2009- present

- Assisted with various campaigns
- Worked with Loaned Executives to accomplish organizational goals