

SAMI PETERSON

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EDUCATION

University of Georgia

MA in Journalism and Mass Communication, Emerging Media Concentration; GPA: 4.00/4.00

Athens, GA

May 2026

BBA in Marketing and International Business, Spanish Minor, Digital Marketing Emphasis; GPA: 3.75/4.00

May 2025

RELEVANT EXPERIENCE

Digital Marketing Social Media Manager

Huntsville, AL

Curiteva, Inc.

May 2025 – August 2025

- Launched and managed Curiteva's Instagram presence from the ground up, maintaining a cohesive visual feed through branded graphics, copy, and short-form video content, driving ~20% average weekly reach growth during early-stage account development
- Designed digital marketing assets using Canva and Adobe Photoshop and managed a content calendar for Instagram and LinkedIn
- Synthesized complex spinal implant information into intuitive, user-centered digital assets through UX strategy and hierarchy

Social Media & Marketing Intern

Athens, GA

UGA Career Center

August 2023 – May 2025

- Produced digital materials for UGA Career Center's Instagram, Facebook, and LinkedIn using Canva, Adobe Illustrator, and SkedSocial, driving 48,000+ Instagram account reach within 30 days and ~45% Instagram follower growth
- Planned and managed a year-long, multi-platform content calendar with a 5-person team, ensuring timely and effective posts
- Photographed and captured live coverage of career events, creating content that averages 3.6x more engagement than typical posts

Marketing & Advertising Intern

Barcelona, Spain

LeanMail

June 2024 – August 2024

- Redesigned the LeanMail website on WordPress, leveraging themes, plugins, and custom CSS for enhanced user experience
- Executed event and B2B marketing campaigns via Eventbrite and LinkedIn, engaging 2,000+ potential users
- Leveraged Zoho CRM, Apollo, and Google Analytics 4 while collaborating with international clients to pitch products

Marketing Intern

Athens, GA

AdventureGenie

September 2022 – October 2023

- Developed compelling marketing materials for 5+ campaigns across magazine advertisements, rack cards, and social platforms
- Formulated and executed captivating monthly newsletters and email campaigns with precision and creativity
- Expanded the user base through influencer collaborations and a referral program using target audience analysis and brand positioning strategy

COMMUNITY & CAMPUS INVOLVEMENT

NMIXpert

Athens, GA

UGA New Media Institute

January 2025 – May 2025

- Provided guidance to NMI students during weekly office hours, addressing challenges in development and design projects
- Delivered technical support and design expertise, assisting with SwiftUI development in Xcode, front-end web development using HTML, CSS, WordPress, and Bootstrap, and creating visually engaging content with Adobe Illustrator and Photoshop

Director of Communications

Athens, GA

UGA HEROs

January 2024 – December 2024

- Supervised Executive Board members, effectively delegating tasks and ensuring efficient workflow within the 32-member board, and more specifically, the 7-member Communications Family
- Established and maintained communication channels with families of 350+ children, fostering trust and transparency
- Managed social media, the website, and a biweekly newsletter to deliver fresh, engaging content for 600+ members and alumni
- Initiated and managed the "Hang out with HEROs" program, fostering mentor-mentee relationships between 30+ members and children affected by HIV/AIDS through monthly hangouts

OTHER EXPERIENCE

Extra Special People (ESP), Volunteer

January 2024 – May 2025

American Marketing Association, Active Member

August 2021 – May 2025

SKILLS

Technical: Adobe Creative Cloud, Figma, HTML / CSS, Xcode Swift UI, Microsoft Office Suite, WordPress, Google Analytics 4, Bootstrap, Canva, Sked Social, Meta Blueprint Media Planning, CTV Advertising, Programmatic Advertising, Google Search Ads

Curriculum: Spanish Minor, Digital Marketing Analytics, Web Development, App Development, New Media Design, International Marketing, Social Media Marketing Strategy, Integrated Marketing & Brand Communication, Emerging Media Storytelling