

# Joy Petersen

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## SUMMARY

Dynamic recent graduate passionate about beauty and digital marketing, bringing hands-on experience in content creation and social media engagement. Proven track record connecting with audiences through interactive live shows and engaging video content. Known as an excellent communicator, able to think quickly while keeping viewers entertained. Motivated to contribute meaningfully within a fast-paced marketing team and part of the innovative landscape of the beauty industry.

## EDUCATION

### Bachelor's Degree in Marketing

University of Florida GPA: 3.8

2026

Gainesville, FL

*Coursework: Digital Marketing, Social Media Strategy, Consumer Behavior, Brand Management*

## TECHNICAL SKILLS

- **Video Editing Tools:** Adobe Premiere Pro, Final Cut Pro, Camtasia
- **Social Media Platforms:** Instagram, TikTok, Facebook
- **Analytics Software:** Google Analytics, Hootsuite, Sprout Social
- **Graphic Design Software:** Canva, Adobe Photoshop, Illustrator
- **Presentation Tools:** PowerPoint, Keynote, Prezi
- **Content Management Systems:** WordPress, Squarespace, Wix
- **Broadcasting Platforms:** Zoom, OBS Studio, YouTube Live
- **SEO Strategies:** Keyword Research, On-page SEO, Backlinking
- **Email Marketing Tools:** Mailchimp, Constant Contact, SendGrid
- **Digital Marketing Techniques:** Market Research, A/B Testing, Brand Development

## SKILLS

- Content Creation
- Audience Engagement
- Trend Analysis
- Creative Thinking
- Social Media Marketing
- Brand Strategy
- Communication
- Logistics Coordination
- Live Event Production
- Promotional Campaigns
- Collaboration
- Customer Interaction
- Video Editing
- Digital Marketing
- Entrepreneurial Mindset
- Brainstorming

## EXPERIENCE

### Marketing Intern

June 2025 - Present

Beauty Innovations Labs

Orlando, FL

Support co-hosting and production of dynamic live shopping events focused on showcasing innovative beauty products while enhancing audience interaction for better engagement.

- Co-hosted and produced vibrant live shopping events, increasing viewer participation by creating appealing presentations.
- Developed captivating short-form content for social channels, fostering significant audience interaction across platforms.
- Collaborated effectively with teams, brainstorming promotional strategies that amplified brand reach and visibility.
- Engaged real-time with viewers during broadcasts, addressing inquiries and encouraging lively dialogue.
- Contributed ideas to show themes and product features, enriching the overall marketing strategy.
- Leveraged analytics tools for insightful assessments of viewer feedback, implementing enhancements for future events.

### Content Creation Assistant

January 2025 - May 2025

Creative Media Solutions

Tampa, FL

Facilitated logistics for live shopping events while participating in collaborative marketing initiatives targeting consumer engagement.

- Supported the production of engaging live events through efficient coordination of all logistical elements.
- Created eye-catching behind-the-scenes social media content leading to a marked increase in follower engagement.
- Engaged in thoughtful brainstorming sessions that generated creative ideas for potential marketing campaigns.
- Monitored current social media trends, advising adjustments to keep branding fresh and relatable.
- Assisted in producing promotional materials in addition to helping implement strategies for event outreach.

- Enhanced familiarity and skills with video editing software, aiding in generating high-quality content.

## LEADERSHIP & AWARDS

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- Dean's List, University of Florida - 2024, 2025
- First Place, University Marketing Competition - 2025

## CERTIFICATIONS

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- Google Analytics for Beginners 📅 2026
- Social Media Marketing Certificate 📅 2026

## PROFESSIONAL AFFILIATIONS

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- Member, Marketing Club, University of Florida
- Volunteer, University Community Service Initiative

## LANGUAGES

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- English (Native) • Spanish (Proficient)

## ADDITIONAL INFORMATION

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**Work Status** : Authorized to work in United States. No sponsorship required.

## REFERENCES

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AVAILABLE ON REQUEST