

Abigail Peterson

Kyle, TX | (801) 691-3833 | abigail.l.peterson@outlook.com | [linkedin.com/in/abigail-peterson](https://www.linkedin.com/in/abigail-peterson)

SKILLS & TOOLS

Brand Strategy: Brand Development, Campaign Management, Brand Storytelling, Creative Direction, Vendor Management, Cross-functional Collaboration, Market Research, AI prompting and Integration

Marketing Operations: Asset Production, Social Media Marketing, Email Marketing, Influencer Marketing, Push & Loyalty Marketing, Merchandise Operations

Software: Shopify, Cin7, WooCommerce, Adobe Creative Suite, Canva, Google Workspace, Microsoft 365, Toast POS, Incentivio

EXPERIENCE

Summer Moon Coffee — Austin, TX

November 2021 – Present

Brand Marketing Lead

- Launched company's first formal merchandise program from the ground up, building out inventory systems, vendor relationships, and B2B distribution to 71 franchise locations
- Coordinate 22+ LTOs and seasonal menu features annually, translating brand story into integrated campaigns across social, in-store, email, and packaging
- Own end-to-end merchandise operations using Shopify and Cin7, managing ~15 SKUs per seasonal launch including bundles, purchase orders, and B2B integrations
- Serve as primary point of contact for 10+ creative and production vendors, managing photography shoots, merchandise production, and creative deliverables on tight timelines
- Partner with operations and marketing teams to align 5 primary seasonal launches plus moment-based releases (Mother's Day, Father's Day, etc.) with broader brand strategy
- Rebuilt brand templates and produced rebrand assets spanning internal, in-store, social media, email, POP, and packaging touchpoints
- Send 50+ push and loyalty messages annually in support of broader brand initiatives, managing audience targeting and scheduling

Franchise Marketing and Design Project Coordinator

- Developed marketing materials for 8 product campaigns spanning promotional content, social media, and in-store assets
- Produced 1,000+ marketing assets spanning internal use, social media, in-store, email, POP, and packaging applications
- Revamped existing brand assets to align with refreshed brand vision, ensuring consistency across all franchise locations
- Managed multiple large-scale projects simultaneously, adapting priorities to meet shifting business needs

Training Development

- Designed and executed training programs deployed across 10 corporate and 40+ franchise locations
- Streamlined training processes for 6 store launches, contributing to successful Grand Opening rollouts
- Coordinated cross-functional communication between internal teams and third-party vendors to ensure on-time project delivery

Marketing Strategist — Influence, Salt Lake City, UT

October 2020 – November 2021

- Drove 23% increase in client account engagement over a 6-month period through strategic account management and campaign optimization
- Managed account representation for 52 clients, tailoring marketing approaches to each client's unique brand needs
- Evaluated marketing ROI across client accounts and delivered insights that informed campaign decisions and budget allocation

EDUCATION

Bachelor of Marketing, Texas State University, San Marcos, TX — *Cum Laude*

Spring 2024