

# Derek Layne Peterson

## Marketing, Design & Communications Professional

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### PROFILE

Infused with a passion for results, I have an exceptional breadth of marketing abilities. I bring proven, real-world proficiency in marketing leadership, management, planning, design, writing and creative production. I am a natural leader to whom teammates, peers and senior leaders come for input and perspective. Both strategic and creative, I am well suited for a wide variety of marketing responsibilities.

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### SKILLS & COMPETENCIES

**Marketing** – Strategic and Tactical Planning; Content Marketing; Web and Social Media Strategies; Search Engine Management; Digital and Print Advertising; Media Buying; Advertising Design; Photo Direction; Art Direction; Writing; Data Analysis and Reporting; Brand Management; Trade Show and Event Design.

**Leadership and Management** – Facilitating; Collaborating; Creating and Managing Budgets; Leading Teams; Defining Direct Report Goals; Administering Formal Performance Reviews and Salary and Bonus Assessments; Negotiating Contracts; Reviewing Materials for Legal Compliance and Quality Control.

**Technology** – Macintosh Platform; PC Windows Platform; Photoshop; InDesign; Illustrator; Dreamweaver; Acrobat; QuarkXPress; Microsoft Office Word; Excel; PowerPoint; Managing hardware, software and print production.

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### CAREER HISTORY & KEY ACCOMPLISHMENTS

**Senior Marketing Specialist / Graphic Designer / Copywriter** – 1987 to present

*NiteLight Marketing – Papillion, Nebr.; Des Moines, Iowa; Ames, Iowa; Sioux City, Iowa*

- Occasionally provide marketing services to friends, community partners and charitable causes.
- Includes A-to-Z marketing support, planning, budgeting, designing, writing and implementing their projects.

**Marketing and Sales Associate** – 2015 to 2016

*Financial Transmission Network – Omaha, Nebr.*

- Gathered all marketing materials from third-party agencies and vendors for management by in-house marketing.
- Standardized gathered materials' designs, colors, typefaces, logo use, and all other aspects of brand management.
- Wrote press releases, success stories, articles, promotional pieces, emails, website pages and general materials.
- Designed and wrote flyers, brochures, eBooks, presentations, data sheets, sales sheets and direct email.
- Serviced a HubSpot-based website including originating pages and emails for broadcast, and designing graphics for calls-to-action.
- Consulted on Google Ad Words campaigns, target words/phrases, budget and results of the online activities.

**Marketing Design Manager** (Promoted to this position) – 2010 to 2013

**Senior Marketing Specialist** (Promoted to this position) – 2003 to 2010

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

- Led a team of marketing professionals at this nationwide firm that is top-ten in its industry.
- Generated marketing plans and materials for the corporation and nearly 2,000 affiliated independent businesses.
- Diagnosed reputation risk generated by Internet search engines. Search engine results were 100% negative above the fold and 65% negative on page one. Studied the challenge, developed counter measures and directed an online reputation management project resulting in consistently 100% positive search engine results on page one.
- Demonstrated to the firm's Executive Leadership Team the value of short-term and long-term online brand strategies, gaining approval and budget to proceed addressing the needs. Spearheaded the strategy and building of a scalable infrastructure for a modern online presence positioned to meet evolving corporate and digital needs.
- Appointed marketing subject matter expert for the firm's first acquisition of another firm, its independent business affiliates and its subsidiary firm. Built the communications section of a 1,500 line item acquisition 'to do' list. Planned, created and executed virtually all communications and marketing to the acquisition's five distinct audiences.
- Analyzed ways to produce on-site and overnight a 24-page, full-color, large format daily magazine for annual five-day National Conferences in different cities each year. Solved the challenges and designed a process to produce the paper. Located a commercial printer in each city every year for these complex productions. Negotiated contracts, took photos, updated articles, prepared files and managed production on-site for printing and morning distribution.

## **Marketing Manager** – 2003 to 2003

*QA<sup>3</sup> Corporation – Omaha, Nebr.*

- Founded the firm’s Marketing Department with software, hardware and internal/external production capabilities.
- Built the company’s business affiliate recruiting process and all of the company’s other marketing processes, campaigns and materials. These included client-facing campaigns and materials for the firm’s in-house affiliates.

## **Marketing Specialist** (Promoted to this position) – 2001 to 2003

### **Marketing Coordinator** – 1999 to 2001

*Securities America – Omaha, Nebr.*

- Spurred growth of the firm’s marketing staff and capabilities from minimal to a 10-person in-house creative team. Established sophisticated, personalized in-house printing with optimal software, hardware and inventory.
- Produced national advertising including all aspects of design, media planning, negotiating, media buying, materials production and materials placement.
- Created marketing for the corporation, its 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 other communications for the Executive Leadership Team and department leaders.
- Developed, presented for executive approval and supervised an annual marketing budget greater than \$2 million.

## **Project Manager / Digital Press Preparation Specialist** – 1996 to 1999

*Digital Impressions – Omaha, Nebr.*

- Managed printing projects for two state-of-the-art digital printing presses, including variable data printing.

## **Senior Customer Relationship Manager** (Promoted to this position) – 1994 to 1996

### **Senior Pre-Press Production Specialist** (Promoted to this position) – 1994 to 1994

### **Pre-Press Production Specialist** – 1993 to 1993

*Waddell Digital Imaging Center – Des Moines, Iowa*

- Managed and processed color-separated film for advertising agencies, publications and other organizations.
- Standardized and systematized the company’s file naming norms and server content organization.

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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, Transportation and 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

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## **CONTINUING EDUCATION**

- Subject Matter Expert Training Program Participant
- Subject Matter Expert Training Program (leader of one of my marketing team members)
- Emerging Leaders II Program
- Leadership Discussion Group Program
- Situational Leadership II Program
- Management Essentials II Program
- Situational Leadership I Program
- Situational Self-Leadership Program
- Emerging Leaders I Program
- Management Essentials I Program

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## **HONORS**

- Customer Service Provider of the Quarter Winner
- Customer Relationship Manager of the Year
- Named a Roadman Scholar in Recognition of High Academic Distinction
- Marion Rocklin Shapiro Memorial Award in Art
- Zeta Sigma Scholastic Honor Society of Morningside College
- National Advertising Federation Competitions