

KRISTEN PETERS

MARKETING & BRAND STRATEGY | GRAPHIC DESIGN | COMMUNICATIONS



Kristen is a versatile “Swiss Army Knife” marketer with more than 15 years of experience in creative strategy, strategic communication, and graphic design. She has spoken regionally and nationally on brand development, graphic design, fostering client connections in pursuit materials, and optimized marketing system development. Years of self-directed and professional learning have led to a robust and diverse design skillset. A theater director by training, she is energized by facilitating diverse groups of stakeholders through successful creative projects, often under incredibly tight timelines.

EXPERIENCE

Arrowstreet | Boston, MA (remote) - August 2022 - Present

Marketing Manager

- Leading refreshed brand visual strategy and messaging development for this award-winning, Boston-based architecture and design firm.
- Facilitating short- and long-term business development goal setting & marketing planning.
- Market, competitor, industry, and key player research & differentiation analysis.
- Creating firmwide standardized marketing and data collection systems.
- Hiring, managing and training junior marketing staff in persuasive writing, graphic design, proposal management, and communication strategy.
- Extensive strategy generation, graphic design, photography, video production and copywriting for specialized pursuits.

SMRT Architects and Engineers | Portland, ME - January 2013 - July 2022

Marketing Manager | previously Marketing Specialist & Marketing Coordinator

- Creative design, branding and strategy for this high-performance, fast-growing A/E firm.
- Deep experience with higher education, corporate, science / technology, and public institution clients.
- Co-led full rebrand of the company with an agency partner. Designed visual identity brand book with robust messaging component, full suite of collateral materials and templates, and content population of the new data-rich, video enabled website.
- Extensive strategy generation, graphic design, photography, video production and copywriting for specialized pursuits including custom proposal/presentation templates, collateral materials, client fundraising, electronic flip books, digital marketing assets for web and social, print/electronic advertising, and tradeshow booth materials.
- Led all digital outreach including website / blog / thought leadership content, email marketing campaigns, and social media strategy and execution.
- Advanced template design skills in Office 365 (PowerPoint, Word, Excel and SharePoint) and Adobe InDesign.
- Skilled facilitator experienced in training on branding, messaging, presentation skills, software and specialized firm initiatives.

SELECTED SPEAKING

The Two-Second Rule; A Three-Step Workflow for Client Connection

August 2023, Austin, TX

SMPS Amplify National Conference

IFBP OMG: The ABCs of Client Connection

February 2023, Boston, MA

SMPS Boston Marketing Bootcamp

SELECTED SKILLS

Graphic Design & Video



Adobe CC Suite, advanced
Office 365 template design.

Creative Strategy



Research-based win theme
development and branding
differentiation.

Copywriting



Proposals, collateral
materials, blog and news
articles, social media.

Digital Marketing



Website, blog, ecampaigns,
social media assets, video
creation, intranet and online
community management.

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EXPERIENCE

Burgess Advertising & Marketing - November 2010 - January 2013

Director of First Impressions

- Executive Assistant to the President & CEO in her agency and legislative capacities.
- Office Manager, responsible for building maintenance, inventory, and agency functions.
- Designed email marketing newsletters directly for clients.
- Social media posting for clients on Facebook, Twitter, YouTube and blog posts.
- Traditional and social media monitoring and report generation on HootSuite, Custom Scoop, Google Analytics, and Facebook metrics.

NON-PROFIT MARKETING EXPERIENCE

Sewing Masks for Maine - April - June 2020

Co-Founder | Online Community Leader | Communications / PR Lead

- Co-founded this all-volunteer statewide, grassroots network that connected healthcare facilities with home stitchers through a central online hub to supply quality-checked, hospital-approved, sterilizable fabric mask covers during the COVID-19 PPE shortage.
- Led press outreach, communications, and interview prep for the team, built the group's interactive website, designed the tutorials to hospital specifications, and led the robust and active Facebook group.
- In just 56 days, SMFM's 2,200+ volunteers—representing every county of the state—sewed, quality checked, and delivered 26,000+ needed masks to healthcare workers.

Portfringe Theater Festival - February 2019 - present

Marketing and Strategy | Reviewer | Box Office Volunteer

- PortFringe is a by-lottery, non-juried fringe theater festival that supports new, edgy, and experimental performance in Portland, ME.
- Led effort to expand reach of the festival through targeted messaging, community partnerships, and web and social media outreach.

Theatre Director - October 2006 - Present

Multiple Productions, Area Theaters in Maine- October 2006- Present

- Created and guided multiple successful theatrical productions with tight, cohesive casts, from concept to fruition.
- All productions successfully produced under budget & saw above-average ticket sales.
- Organized and maintained effective written and verbal communication between all production staff, designers, actors, and management personnel to ensure creative cohesion in every aspect of the performance.

EDUCATION

American Graphics Institute

Adobe Illustrator Program- 2019

University of Southern Maine

Bachelor of Arts- 2008

Theater- Directing Concentration

Adelphi University

BFA Acting Program- 2003-2004

Three Semesters Completed

GET IN TOUCH

Kristen Peters

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