

Brian Peters, MBA

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EDUCATION

August 2013 – August 2015

The University of Texas at San Antonio; San Antonio, Texas

Master of Business Administration - Marketing/Management concentration
Cumulative GPA: 3.91

August 2002 – May 2006

Texas Christian University; Fort Worth, Texas

Bachelor of Science: Journalism - Advertising and Public Relations sequence
Cumulative GPA: 3.34

EXPERIENCE

February 2016 – Present

Marketing Manager, Robot Creative; San Antonio, Texas

- Develop ROI-focused marketing plans for clients representing a variety of industries
- Serve as the primary point of contact for clients within the agency, answering questions and communicating creative direction, project developments and timelines
- Manage graphic designers, web developers, and outside vendors in accordance with agency and client budgets
- Create, manage, and prepare reporting for digital marketing campaigns, including Google AdWords, digital display, and remarketing; LinkedIn sponsored content; and Outbrain
- Write print, digital and radio advertisements; blog content; and press releases

October 2011 – February 2016

Freelance Writer, Brian Peters, MBA; San Antonio, Texas

- Wrote exhibit for the North Carolina Museum of History, a Smithsonian Institution affiliate (5,000 words; overarching narrative, spotlight stories)
- Created promotional content for a special display at the Billy Graham Library
- Wrote 20 text panels for the Center for Energy Education, a 5,000 sq. ft. interpretive center in Halifax County, N.C.
- Consulted on branding for pan-campus water management initiative at the University of North Carolina at Chapel Hill

August 2013 – August 2015

Graduate Assistant, The University of Texas at San Antonio; San Antonio, Texas

- Recruited, ran, and supervised human research participants in multiple behavioral studies
- Assisted with administrative duties: graded exams, evaluated papers, and provided support for web-based educational software

November 2011 – August 2013

Copywriter, Security Service Federal Credit Union; San Antonio, Texas

- Analyzed products and services in order to effectively communicate competitive advantages in print advertisements, email campaigns, and collateral materials
- Developed processes and wrote marketing materials for projects requiring intensive management and/or regulatory compliance
- Wrote television, print, and online content for a comprehensive branding campaign
- Managed social media for Jimmy and George advertising campaign

February 2010 – September 2011

Principal, Sutphin & Peters; Raleigh, N.C.

- Created marketing copy to advantageously position clients across a variety of media platforms
- Developed business: attended networking events, presented firm's capabilities, drafted proposals
- Coordinated day-to-day operations: oversaw budget/finances, served as client liaison, developed creative briefs, managed vendors

December 2006 – February 2010

Jr. Copywriter, Billy Graham Evangelistic Association; Charlotte, N.C.

- Developed advertising copy and messaging for organization's various outreach initiatives
- Assisted in writing organization's annual report, yearly calendar, and ministry case documents
- Co-wrote internal communication pieces

VOLUNTEER EXPERIENCE

August 2006 – August 2013

Director, Texas Special Needs Foundation; San Antonio, Texas

- Co-founded organization
- Developed mission statement and organizational messaging
- Oversaw creation of visual branding: logo, Web site, collateral materials
- Promoted and helped organize 5K fundraising event

Summers 2000 – 2003

Christian Assistance Ministry; San Antonio, Texas

- Assisted clients in selecting clothing to serve various purposes
- Recorded and filed client account activity

INTERNSHIPS

Summer 2004

Creative Link; San Antonio, Texas

AWARDS RECEIVED

- Frost Bank Endowed Scholar (2014)
- UTSA Presidential Scholar (2013)
- Best of Show, TCU Advertising Copy/Production Addys
- Dean's Honor List, TCU College of Communication