



ALEX PETERS

Master of Science of Marketing Student

CONTACT



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@AlexPeters03

EDUCATION

Master of Science

Marketing, University of Arkansas - Fayetteville, Expected Graduation Dec 2026
Cum GPA: 4.00

Bachelor of Science

Marketing and Management studies, University of Arkansas - Fayetteville, 2025
Cum GPA: 3.83

INVOLVEMENT

Member of Chi Omega Psi

- Sisterhood Chats Leader
- Bible Study Small Group Leader

Shopper Marketing Brand Project with Hershey's

- Spring 2025
- Participated in a shopper marketing brand challenge working with Hershey's to develop a strategic plan for both in-store and online
- Developed user personas and an empathy map to present the most viable solutions to the client.
- Awarded with an Honorable Mention

Razorback Booster Club Vice President

- 2024 - 2025
- Plan and coordinate pep rallies during the football season, leading efforts to boost fan engagement and foster school spirit.

Mission Trip to Costa Rica with Cru

- March 2024
- Travelled with over 100 college students to impoverished areas of Costa Rica to deliver water filters and the Gospel.

Razorback Booster Club Communications Chair

- 2023-2024
- Communicated with sponsors to secure support and resources for pep rallies.

Razorback Marketing Street Team

- 2023 - 2024
- Managed game promotions for baseball games and gymnastics meets, enhancing attendee engagement and overall event experience.

AWARDS

Dean's List

- 2022 - 2024

Chancellor's List

- 2025

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WORK EXPERIENCE

- | | |
|----------------|--|
| Present | Bentonville Library Foundation Marketing & Communications Director <ul style="list-style-type: none">• Support the Bentonville Library Foundation through communications, donor engagement, and development systems to strengthen early-stage growth and sustainability.• Assist with fundraising and outreach efforts, contributing to donor relations and nonprofit development as the organization builds toward long-term growth. |
| Present | AIRO Social Media Marketing Intern <ul style="list-style-type: none">• Plan, create, and schedule social media content across multiple platforms, ensuring consistent messaging and brand awareness for five locations in three states.• Design and edit creative assets using Adobe Creative Suite, tailoring content to specific campaigns and audiences.• Collaborate with a diverse, cross-state team to align marketing strategies and drive engagement with organizational goals. |
| 2025 | The Peel Compton Foundation Marketing Intern <ul style="list-style-type: none">• Captured and curated photo and video content for Instagram to enhance social media presence.• Designed and produced brochures for all Foundation-owned properties to support marketing efforts.• Planned and coordinated a fundraising event, oversaw logistics, promotion, and event strategy with an end total of \$10,000. |
| 2025 | PLNK Marketing Intern <ul style="list-style-type: none">• Re-engaged lost and lapsing clients through personalized outreach, boosting attendance and retention.• Planned and coordinated in-studio events in partnership with local businesses and community organizations.• Collaborated with team members to strategize, organize, and execute successful events that promoted studio offerings. |
| 2024 | Kanakuk K-1 Counselor <ul style="list-style-type: none">• Guided campers through daily activities while fostering personal growth, confidence, and spiritual development.• Built a supportive and inclusive cabin culture through mentorship, relationship-building, and conflict resolution.• Collaborated with staff and co-leaders to coordinate schedules, maintain structure, and serve as a positive role model for young girls. |

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