



ALEX PETERS

Master of Science of Marketing Student

CONTACT

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in @AlexPeters03

EDUCATION

Master of Science

Marketing, University of Arkansas - Fayetteville, Expected Graduation Dec 2026

Bachelor of Science

Marketing and Management studies, University of Arkansas - Fayetteville, 2025

WORK EXPERIENCE

Present | Bentonville Library Foundation Marketing & Communications Director

- 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

- 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

- 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

- 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

- 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.