

# Pippa Peterson

Brand + Strategy

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pippapeterson



A unicorn marketer with 10+ years of experience managing high-performing marketing programs and teams — what sets me apart is my ability to put strategy into action.

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## Skills

- Full Funnel Strategic Marketing and Execution
  - Brand Positioning and Platform Development
  - Multidisciplinary Design
  - Cross-functional Team Leadership
  - Digital Fluency
  - Integrated Research and Consumer Insights
  - Program Development and Project Management
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## Experience

### Clinicient | Portland, Or

SENIOR BRAND MARKETING MANAGER JANUARY 2021-CURRENT

- Led qualitative and quantitative research from recruitment to analysis. Leveraging insights to develop brand architecture (positioning, messaging, as well as visual aesthetic).  
[See brand guidelines.](#)
- Managed website development. With hands-on execution of site architecture, integrations strategy, copywriting, SEO, design strategy, and image curation.
- Coordination of demand generation, content marketing, event marketing, sales enablement, and email drip campaigns.
- Execution of sales collateral and marketing pieces – crafting copy and designing for emails, landing pages, one-pagers, PowerPoint presentations, proposals, etc.

### Bradshaw Home | Portland, Or

DIRECTOR OF BRAND MARKETING JANUARY 2018 – JANUARY 2021

MARKETING MANAGER APRIL 2017 – JANUARY 2018

ASSOCIATE BRAND MANAGER JUNE 2016 – APRIL 2017

- Successful launch of [Infuse](#) brand at Target. On track to earn 12M in first year. See [Snapshot](#)
  - Led all creative, brand, marketing and claims initiatives to launch this brand.
    - Developed brand positioning, platform, personas, and [guidelines](#).
    - Hands On Management of: UX, SEM, content marketing, PR, influencer, affiliate, video, shopper marketing, and reputation management programs.
    - Instagram channel management, growing audience by 13K in 3 months.
    - Agency management for package design, website development, CRM development, and paid search/social advertising.
    - Managed the launch of a DTC eCom website. This site launched with CRM flows, as well as review collection and syndication functionality. This project was the first step in digital transformation for a traditional CPG company.

- Led Mr. Clean glove positioning and package re-design project. Earning the title “#1 Glove Brand in the US”, according to IRI data in 2018. Outselling the leading competitor, Playtex.
- Insights program management. Including IHUT and integrated research methodologies.
- Portfolio management and positioning for brands including Mr. Clean, Dawn, Clorox, Liquid Plumr, and Evercare at retailers such as Target, Walmart, and most grocers nationwide.

## Clean Ones | Portland, Or

ASSOCIATE BRAND MANAGER SEPTEMBER 2014-JUNE 2016

- Design and creative direction for both branded and private label package design projects for retailers such as Walmart, Costco, Kroger, Meijer, and Wegmans.
- Digital marketing – website content management (Wordpress), SEM, Amazon (AMS), content marketing, and community building through Blog, Facebook, and Pinterest.
- Shopper marketing – planograms, product displays, promotions, and coupon programs.

## Acumed | Hillsboro, Or

BRAND MANAGER JANUARY 2012 – SEPTEMBER 2014

DIGITAL MARKETING MANAGER APRIL 2010 – JANUARY 2012

- Led corporate brand re-positioning project, from RFP to international rollout. This research-based brand development project culminated in new brand architecture, and cross-functional branding tools such as a new logo, brand guidelines, personas, nomenclature, and product development guardrails. Earnings increased by 23% within 1 year of brand re-launch.
- Global website redesign and CMS platform migration. I designed this website from wireframes to UX and managed a Drupal certified agency for development.
  - This is the website before, and this is what it looked like after the redesign launched.
- Produced a series of corporate videos. Here is an example.
- Managed an \$800K annual international trade advertising budget.
- Established LinkedIn community. Acquiring over 10,000 followers in first year. Successfully leveraged the platform for targeted outreach, employee engagement, and recruitment.

## Education

2013

### Digital Marketing Strategy / Portland State University

Omnichannel digital marketing certification program with a focus on strategy and technical foundations in content marketing, social media, and search engine marketing.

2010

### B.A. Marketing Communications / Western Washington University

Interdisciplinary degree centered around multimedia communications, consumer behaviors, market research, and digital marketing.

2006

### A.A. New Media Design / Whatcom Community College

Graphic design with an emphasis on web design. The technical foundation for Adobe Creative Suite, HTML, CSS, print production, and principals of graphic design.