

## Amanda C. Peterson: Writer, Strategist, Geek

### **Purpose in life:**

- Using words and strategy for brand development, brand repositioning and making communication work as hard as possible
- Wading through technical jargon, marketing buzzwords, focus group videos and tired clichés to find things actually worth saying
- Presenting, lecturing, teaching, pitching and selling creative work to clients (and driving brand-right creative work from agencies)

### **Career so far:**

Hewlett-Packard Company – Palo Alto, California

*Brand Strategist, Brand and Strategy Group, Global Marketing*

April 2011 to right now

- Serve as the central leader and contact for naming, nomenclature and the brand-strategy input for brand licensing worldwide
- Work with other strategists and external agencies to provide guidance on brand architecture, branded relationships and the use of the brand identity for product and service teams around the world

Logitech, Inc. - Fremont, California

*Global Director, Writing, Naming and Brand Architecture, Global Marketing*

August 2008 to April 2011

- Led the team developing all packaging and web copy, product naming, trademark management and product documentation
- Served as the reference point for the product managers on product, portfolio and brand positioning
- Headed up a seven-person team, with help from a solid stable of talented contractors

Landor Associates - San Francisco, California

*Senior Manager, Naming and Writing*

October 2003 to February 2007; August 2007 to August 2008

- Created product names, nomenclature systems, brand voice strategies, brand positioning and copywriting for products, companies, mergers and more
- Led naming and writing projects, with direct client relationships from pitch to wrap up
- Worked with some of the biggest brands in the world, including Energizer, Boost Mobile, Microsoft, Adobe, Motorola, Samsung, Frito-Lay, FedEx, Coors, PepsiCo, Hilton, J. Jill, Medtronic, Dole, EarthLink, Texas Instruments, WellPoint and NetApp

Real Branding - San Francisco, California

*Associate Creative Director, Copywriter*

February 2007 to August 2007

- Created concepts and award-winning copy for websites, banner ads and viral videos
- Built up and managed the agency's writing practice
- Worked with clients including Bass Ale, Unilever, SOAPnet, Lipton Tea, ESPN.com, Smirnoff Raw Tea and Red Lobster

Academy of Art University - San Francisco, California

*Instructor, Advertising*

Fall 2002 to December 2005

- Taught a variety of night classes, including Copywriting 2, Advanced Copywriting, Brand and Branding and Creative Workshop
- Acted as a thesis adviser to graduate students (who cumulatively managed to win every major student ad award)

Target Corp. - Mervyn's - Hayward, California

*Copywriter, Brand Loyalty, Creative, Marketing*

October 2002 to October 2003

- Created ads and collateral including an award-winning campaign of over 100 outdoor and newspaper ads in two months
- Named and worked with design to create brands for in-house merchandise
- Led a department restructure to allow creative partnerships, team independence and a more agency-like setting
- Created a brand positioning and brand personality kit to sell the brand to vendors
- Managed design and ad agencies and got to be the person not laughing on the other side of the conference call for a change

**Schools I've gotten degrees from:**

Academy of Art College - San Francisco, California

Master of Fine Arts in Advertising Design - September 2000

- GPA - 3.8, focus in copywriting and planning

University of Illinois - Champaign-Urbana, Illinois

Bachelor of Science in Advertising - August 1997

- GPA - 3.6, focus on strategy, research and integrated marketing communications

**Random trivia about me:**

- I've won retail and newspaper awards for my Mervyn's work, local Addys for web work at Real Branding, my work on Hilton Hhonor's got the brand in Ad Week's "Top 20 Brands" and Conde Nast Traveler called a hotel door hanger I created for the Hotel Helix in DC "worth stealing."
- I pride myself in knowing a little about everything -- whether 1930s interior design, tequila, ancient mythology or virtualization servers -- and that makes marketing a perfect fit for my trivia-based brain.