

Amanda C. Peterson

Writing. Strategizing. Naming. Brand positioning.
I use ideas and words to make people fall in love with brands.

Working

**Senior Manager, Writing and Naming, Global Marketing,
Logitech, Inc.**
2009 – Present

*I manage marketing writing, nomenclature, technical publications and trademarks within the
global marketing group. If it's words, it's my team and me.*

**Senior Manager, Naming & Writing
Landor**

2003 – 2006, 2008

*Naming, writing, nomenclature, brand strategy articulation, brand voice strategy, new product
innovation and anything else that needed doing*

Ad Week's brand of the year and various ad awards for Hilton Hhonors campaign

Clients included:

*Barclay's Global Investors, Beringer, Boost Mobile, Brocade, Dreamworks, Energizer,
FedEx, Frito Lay, Helio, Hilton, Intuitive Surgical, Logitech, Medtronic, Microsoft, Motorola,
NetApp, PepsiCo, Qualcomm, Samsung, SanDisk, Starz, Texas Instruments,
Wellpoint NextRX, WellPoint, Y&R, YWCA*

**Associate Creative Director
Real Branding**

2007

Writing and ideation for all things digital

Pitching new business

Silver and bronze SF Addy awards for Beck's, Lipton, Red Lobster

Clients included:

*Bass beer, Beck's Bier, Disney, ESPN, Lipton, SOAPnet, Olive Garden, Red Lobster, Smirnoff
Raw Tea, Unilever*

**Instructor
Academy of Art University**

2001 – 2005 (nights)

Copywriting workshops, Copy 1 & 2, Brand and Branding and Copywriting Techniques

**Planner and copywriter
Elevator, Inc.**

2003 (freelance, nights and weekends)

Clients included:

PricewaterhouseCoopers, Lamorinda Rugby recruitment, Skeleton (design studio)

**Brand Loyalty Copywriter, Creative Marketing
Mervyn's – Target Corp.**

2003

*Ideation and writing for in-store and advertising campaigns around initiatives, seasonal themes,
and community events in an agency-style, partner model*

*Articulated the repositioning of the Mervyn's brand and created the brand kit to distribute to
agencies and partners*

*Worked with external design and advertising agencies as well as extended their conceptual work
into new, broader executions and alternative media (outdoor, newspaper, bilingual campaigns)*

**Copywriter
Ad-Lib Creative**

2000-2002

Advertising, taglines, collateral and positioning strategy

Clients included:

*Baan, Bronco Wineries, buildpoint.com, Kendall-Jackson Wine Estates, Kimpton Hotels and
Restaurants, PeopleSoft, PricewaterhouseCoopers, Sun, Wells Fargo*

Schooling

**MFA, Advertising Design
Academy of Art University**

2000

GPA 3.8/4.0

**BS, Advertising
University of Illinois at Urbana-Champaign**

1997

GPA 3.6/4.0

portfolio: <http://amanda.guck.net>

email: amanda@guck.net

phone: 650 248 8223

linkedin™: linkedin.com/in/gucky

blood type: O+

references: available if you ask nicely