

PETER E. AVEDSCHMIDT

(530) 953-9354 | peavedschmidt@gmail.com | [linkedin.com/in/pavedschmidt](https://www.linkedin.com/in/pavedschmidt) | peteravedschmidt.com

Summary:

- Experienced cross-channel marketer with strengths in strategy, organization, brand planning, copy writing and project management.
- 9 years of marketing experience; 6 in management and leadership roles.
- Self-starter and excellent communicator with strong attention to detail.
- Have a great passion for world travel, the outdoors, and working with people.

Education:

- MBA, Marketing emphasis, San Diego State University, 2009
- B.S., Communication/Public Relations, Pacific Union College, 2006

Relevant Work Experience:

Digital Media Director

CCMedia

Aug 2016 - Present

- Direct roughly 30 client companies' digital advertising and marketing campaigns, including mobile, video, display, social media, SEM, email marketing and digital radio.
- Build and manage campaigns across a diverse client base, factoring in market segmentation, branding and campaign goals. Clients range in size from \$2,000 - \$250,000 spend per month and vary from car dealerships, ski resorts, e-commerce retailers, casinos, DMOs, and hospitals.
- Optimize and tweak campaigns by performing 'deep data dives' to ensure clients are seeing the highest ROI and KPIs are being met. Typically clients see 2x - 3x engagement compared to industry benchmarks.
- Collaborate with Traditional, SEO and SEM teams to build the most well rounded campaigns possible.
- Measure all campaign performance and report wins and challenges to clients.
- Excellent communication with internal team across departments.
- Extensive knowledge of the newest technology to ensure clients are taking advantage of all beneficial advertising avenues.

Marketing & Sales Manager

Sugar Bowl Resort – Royal Gorge Cross Country

Sept 2012 – Aug 2016

- Created and managed marketing campaigns with goals of revenue maximization, brand awareness, increased customer base and market share growth.
- Ensured Sugar Bowl – Royal Gorge's traditional and online messaging was cohesive and aligned with the company's branding.
- Managed all content on sugarbowl.com, royalgorge.com and villageatsugarbowl.com.
- Created all e-blast / e-newsletter communications to guests (~100,000 in database) and company shareholders.
- Managed content on all social media platforms (Facebook, Twitter, Instagram, YouTube and Vimeo).
- Managed company's CRM and text databases.
- In 2013, Ski Area Management awarded Sugar Bowl with 'Best Social Media Partnership' in the USA based on a combined B2B + B2C promotion I created.

Marketing & Sales Supervisor

Sugar Bowl Resort
Sept 2010 – Sept 2012

- Helped write social media posts, e-mail blasts and press releases.
- Wrote targeted sales letters to drive demand for group and corporate trips.
- Worked with the Marketing & Sales Manager to execute in-resort promotions and help where needed.

Marketing & Sales Assistant

Sugar Bowl Resort
Dec 2009 – May 2010

- Helped write group sales letters and social media posts.
- Copy edited marketing and branding campaigns.
- Represented the company at industry functions.

Internships:

Marketing Intern

Karl Strauss Brewing Co.
June - August 2009

- Assisted the company in enacting their new marketing plan by researching best practices inside and outside of the industry via different media avenues.
- Created an action plan for new marketing campaign and began implementation of those action items.
- Represented the company at industry events around San Diego.

Marketing Intern

San Diego Coastkeeper
June - August 2009

- Increased awareness of the organization's conservation efforts by creating and managing its social media outlets.
- Managed the company's webpage content.
- Wrote press releases.

Leadership & Extracurricular:

- Jan – May 2009: Vice President of Marketing, SDSU Graduate Business Student Association
- Jan – May 2009: Vice President of Advertising, SDSU Environmental Business Club
- Jan – May 2009: Community Service Committee Head, SDSU Graduate Business Student Association
- Dec 2006 – Dec 2007: Committee Head, Sugar Bowl Resort Broomball League

Awards & Honors:

- May 2013: Best Social Media Partnership Award, Ski Area Management
- July 2006: Audition winner (violin), Haydn Music Festival. Eisenstadt, Austria

Volunteer Work:

- Sept 2006 - Jan 2008: Humane Society of Truckee-Tahoe. Assisted with animal care and socialization.

References: Please ask and I'll be happy to supply!