

Madison Peterson

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Boulder, CO: *Open to local, remote, hybrid, or travel opportunities*

EDUCATION

University of Colorado Boulder – Leeds School of Business Expected December 2026

Bachelor of Science in Business Administration, emphasis in Marketing | GPA: 3.4

Relevant Projects:

- Sales Playbook (Nov. 2025) – Developed a comprehensive sales playbook applying professional frameworks to both personal branding and B2B sales, covering prospecting, discovery, value creation, objection handling, and closing in the context of the Moxxie Ventures GTM Accelerator.
- ThermaWare – Product Innovation (Dec. 2025) – Contributed to product development, consumer research, positioning, and final presentation for a food-waste-reduction concept that gives consumers a visual way to track food freshness.
- Blue Sport Stable Membership Campaign (Apr. 2025) – Designed a data-driven marketing strategy with a \$50,000 hypothetical budget to grow membership at a local recreational sports facility; delivered as a case competition presentation.

Relevant Coursework:

Consumer Behavior • Marketing Research & Analytics • Social Media & Digital Marketing • Product Strategy • Fundamentals of Professional Selling • Sales Management, Leadership & Org Development • Business Communication Strategies

EXPERIENCE

Color Me Mine – Boulder, CO September 2024 – Present

Studio Assistant

- Independently manage 30–60-person private events for sororities and corporate groups, coordinating logistics, staffing, and guest experience from start to finish.
- Guide customers through pottery-painting sessions, providing creative direction and hands-on support to ensure a memorable experience.
- Operate kiln and manage firing schedules; maintain studio organization and inventory during peak hours.

Pasta Jay's – Boulder, CO May 2024 – September 2024

Food Runner

- Delivered food efficiently in a high-volume restaurant environment averaging 12–18 hours per week, ensuring order accuracy and customer satisfaction.
- Supported kitchen and service teams with table maintenance, salad prep, and water service during peak periods.

LEADERSHIP & CONTENT CREATION

Content Creator – Dog Channel (Instagram) January 2025 – Present

- Grow and manage a social media brand averaging 600,000+ views per month, overseeing content strategy, community engagement, and platform analytics.
- Secured 3 brand deal offers within the first 2 months of monetization; negotiate and manage brand partnerships independently.
- Execute automated posting schedules and run Instagram Ads to maximize reach and follower growth.

Content Creator – YouTube Channel January 2020 – May 2024

- Co-managed a channel that grew to 33,000+ subscribers, producing and editing video content using Adobe Premiere Pro.
- Developed promotional strategies to drive audience engagement and cross-platform growth.

SKILLS

Marketing & Sales: Social Media Strategy, Content Creation, Consumer Research & Analysis, Qualtrics & Webform Analytics, Brand Management, Digital Advertising (Instagram Ads)

Product & No-Code Tools: Framer (personal website), UMSO, AirTable, Zapier, Typeform

Technical: Adobe Creative Cloud (Premiere Pro), Microsoft Office Suite, AI tools (Claude, Custom GPT for sales)

Interpersonal: Team Leadership, Client Communication, Event Coordination, Time Management