

# Lea Petersen

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**OBJECTIVE:** To contribute my international background and Marketing expertise to benefit a company selling an exciting, reputable product.

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## MARKETING SKILLS SET AND ACCOMPLISHMENTS:

- Bilingual marketing professional with fluency in English, French and knowledge of German and Spanish.
- Over five years experience in sales and marketing in a domestic and international capacity.
- Experienced in developing unique branding materials to attract a foreign audience.
- Unique focus on trade show activities; promoting products and ensuring message is identified and executed.
- Conducted MIX marketing study; analyzing competitive landscape, conducting cost analysis and profitability to determine how to promote and price products in the international market to ensure maximum productivity.
- Selected to promote Nestle Water brand during National Sales events.
- Developed and designed communication pieces for Nestle water and Prana used for brand promotion.
- Strong analytical and statistical analysis skills with the ability to follow market trends.
- Proficient in the entire Microsoft office suite, Excel, power point and Photoshop.

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## EDUCATION: Bachelor of science in Management, Marketing and Communications

ISEG, Lyon – France. GPA 3.8. Graduated Valedictorian. September 2004

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## WORK EXPERIENCE:

### April – September 2009      **Project Manager. National Food Group. San Diego, CA**

*Nationwide distributor of secondary food products.*

- Participated in the creation of the Western division. Initiated samples inventory management and POS development.
- Moved responsibly, in a timely manner: manufacturers' overruns and surplus inventories to approved niche markets, focusing on relationships with carriers which allowed for customized services, efficiency and savings.

### 2006 - 2008      **International Sales and Marketing Associate. Prana. Vista, CA.**

*Wholesaler of yoga and climbing apparel and accessories.*

- Served as public relations representative and first point of contact for distributors in Europe and Canada, educating them on clothing, training retailers on unique selling points, and providing marketing tools.
- Responsible for total event coordination and promotion of Prana at regional and international trade shows.
- Participated in the creation of marketing materials. Provided creative input and techniques to appeal to the unique cultural perceptions and trends in Europe.
- Developed strategies to enhance customers' feedback and product development in order to improve performance.

### 2005 - 2006      **Sales Representative. Nestle Waters. San Diego, CA.**

*Producer and distributor of a variety of brands of bottled water.*

- Sales and promotion of local and international water brands to businesses and retail shops.
- Developed innovative marketing materials and sales promotions to close sales deals.
- Established strong customer base, exceeding potential customer drop in rate by 112%.

### 2004 - 2005      **Sales and Marketing Coordinator. Marriott. San Diego, CA.**

*Employed in the event booking and coordination division of this large hotel.*

- Sold potential customers on unique offerings of the hotel convention service.
- Preparation of proposals, contracts and correspondence with prospective customers.
- Controlled the exchange between departments. Handled all logistics, coordination with outside vendors on the creation and printing of materials and working with inside employees on the set up and time line of the event.

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**ADDITIONAL ACTIVITIES:** 2007 – 2008, Volunteer for the Outdoor Outreach and Paradox Association • 2002 – 2004, Member of the Rotaract club • 1999 – 2001, CPV children camp Manager (staff, budget, activities)