

Peter Kuhn
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MARKETING COMMUNICATIONS SPECIALIST

EDUCATION

SUFFOLK UNIVERSITY, Sawyer Business School, Boston, MA Anticipated Graduation in May 2015
BSBA, Marketing (GPA: 3.5)

- Recipient of the Suffolk University Trustees Scholarship for 3 consecutive years (based on merit)
- Related coursework: Social Media Marketing, Digital Media Marketing, Marketing in Emerging Markets, Marketing Research and Analysis, Marketing Statistics, Financial Management, Information Systems, Operations Management

HUNAN UNIVERSITY, Changsha, Hunan, China January 2014 to September 2014
Chinese Language Program

MARKETING EXPERIENCE

HAPPY START BASEBALL ACADEMY. - Hunan, China January 2014 to September 2014
Changsha's first baseball academy for children ages 6+

Marketing Director and Baseball Coach (www.hsbaseball.cn)

- Increased enrollment from 6 to 20 students.
- Developed and overlooked the company's marketing strategy using Chinese social media using WeChat, MeiPai and Youku.
- Effectively used the company's marketing budget for traditional marketing strategies such as print advertising.
- Utilized a localized, focused marketing strategy, meeting the needs of an unmet market.

PETER JOSEPH ACOUSTIC ENTERTAINMENT - Boston, MA May 2007 to October 2013
New England's premiere singer/songwriter and cover artist. Live performances for clubs, bars, weddings, parties and more.

Marketing Director (www.peterjosephacoustic.com)

- Created marketing campaigns for two albums leading to the sales of 500+ digital and hard copies collectively.
- Gained Internet presence by managing online activity including the official website, Facebook, Twitter and YouTube.
- Implemented Google Analytics for metrics. Also used SEO embedded keywords in the website.
- Recorded, produced and marketed two albums through social marketing and some forms of traditional marketing.

CHINESE MEDICINE FOR HEALTH, INC. - Boston, MA February 2009 to January 2013
Holistic health and wellness management provider.

Marketing Coordinator and Social Media Specialist (www.chinesemedicineforhealth.com)

- Managed Facebook and YouTube accounts on a daily basis to increase exposure and capture new target audiences.
- Consistently used social media to maintain the company's branding.
- Responsible for the development, distribution, and tracking of company's social media messages

APEX EXPOSURE - Brooklyn, NY May 2008 to September 2008
A boutique digital marketing company that helps brands connect with their consumers online through media tactics

Digital Marketing Intern (www.apexexposure.com)

- Exposed to strategies for using social media to create and target audiences for emerging artists.
- Assisted in social media marketing campaigns and collaborated on marketing projects for clients.

LANGUAGE EXPERIENCE

English Teacher

NEW CHANNEL - Hunan, China February 2014 to September 2014
A well known supplementary English school that prepares college students to take standardized English tests to allow for study abroad.

BELLA ENGLISH - Hunan, China
A supplementary training school for children ages 6-13 with small classes to specialize the English learning experience.

Editor for Published Author

- **WEIGHT LOSS THE NATURAL WAY** To be Published in 2015
- **QI GONG FOR TRAVELERS** Published 2013
- **TRUE BRAIN FITNESS** Published 2012

HOSPITALITY EXPERIENCE

THE OCEANAIRE SEAFOOD ROOM, Boston, MA July 2012 to May 2013
FLEMINGS PRIME STEAKHOUSE & WINE BAR, Boston, MA April 2010 to June 2012

- Served guests in upscale, fine-dining restaurants where exacting standards and etiquette of service were required.