

Annika Petersen

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PROFESSIONAL EXPERIENCE:

SCAD Manor | *Beauty Editor (University Fashion Magazine)*

Mar 2021– Mar 2023

- Led strategy and creative direction for all beauty related content to ensure diverse perspectives and entertaining content.
- Conceived of and authored over 20 articles covering topics from beauty trends to opinion pieces.
- Researched, ideated, and executed 28 projects that reflect the high standards of work at SCAD Manor.
- Worked with makeup artists, photographers, models, stylists and locations on scheduling and shooting.

Clé de Peau Beauté for Shiseido | *PR & Social Influence Intern*

Jun 2022– Aug 2022

- Updated press releases to reflect product upgrades and unify all documents.
- Ideated concepts for 2023 TikTok campaigns and developed social media concepts for all events.
- Worked with PR agency to plan and set up events. Sent and received products, updated logs and Excel spreadsheets to track progress on all events.
- Coordinated with brand ambassadors and their teams to send out product and create press releases.
- Worked on graphic design for invites and events to best reflect the brand in a concise way.

Blonde & Co | *Marketing Intern*

Jan 2022– May 2022

- Performed in-depth research on current and potential clients to understand the brand history.
- Researched and analyzed other creative agencies to build an internal marketing strategy.

Folksie Makeup | *Social Media, Marketing and Editorial Intern*

Oct 2021- May 2022

- Created strategies to generate growth on social media accounts prior to launch. Developing and executing social media schedule to maintain consistent posting to grow owned social medias.
- Developed a marketing plan for before and after the launch.
- Curated editorials for final beauty packaging.

EDUCATION:

Savannah College of Art and Design | Hong Kong SAR | Savannah, GA | **GPA: 3.9 Mar 2023**

B.F.A., The Business of Beauty and Fragrance

Minor in Business Management and Entrepreneurship

Achievements: Dean's List (2020-2023), Reaching Out Scholarship (2020), Distinguished Scholar Scholarship (2019-2023), Portfolio Scholarship (2018-2023), Academic Scholarship SCAD (2018-2023)

AWARDS:

Fashion Scholarship Fund Scholar | Sense Your Moves by Bala

Dec 2022

- Created a business strategy case study using new consumer-facing technology for 2025 for Bala.
- Finalist and winner of Fashion Scholarship Fund award.

SKILLS:

Adobe InDesign, Premiere Pro, Photoshop; Canva; Microsoft Outlook, Excel, Word, PowerPoint; Social Media including Instagram, Facebook, YouTube, TikTok, and Twitter; Shopify.

PUBLICATIONS:

[Temptress](#), [Underlined](#), [LGBTQIA+ Beauty](#), [The Fate of Faux Freckles](#), [The Roaring 20's](#), [Being Well](#)