Peyton Inman

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SKILLS AND EXPERTISE

Strategic and creative marketing professional skilled in digital media, paid campaigns, and brand storytelling. Blends data-driven insight with innovative thinking to deliver impactful content and measurable results. Experienced in cross-platform strategy, content creation, and audience engagement. Skilled in paid media, digital marketing, communications, social media strategy, and photography, with experience supporting both B2B and B2C campaigns through creative, results-driven strategies. Collaborative, adaptable, and driven to connect people with purpose through thoughtful, creative work.

TOOLS AND TECHNOLOGY

Figma	Microsoft Office Suite	Tatari
Canva Graphic Design	SuiteSprout	Google Analytics
SwiftUI	Social Media Platforms	WordPress

RELEVANT EXPERIENCE

University of Georgia Center for Continuing Education & Hotel — Athens, GA
Summer Academy at UGA Social Media Marketing Specialist Intern — March 2024 to July 2024

- Part of the leadership team that supported middle and high school students' development by creating an immersive UGA experience through our academic camps.
- Responsible for managing the social media accounts used for Summer Academy and overseeing all photography. In this position I was detail-oriented, flexible and utilized excellent communication and organizational skills.

Ibotta — Denver, CO
Paid Media Marketing Intern — May 2023 to August 2023

- Gained a clear understanding of the development process for marketing campaigns and worked on a marketing campaign from start to finish with team support.
- Worked with key marketing performance indicators to analyze reports on KPIs for channel campaigns. Collaborated cross-functionally and leveraged internal and external resources to complete tasks.

Manz Coaching & Consulting — Raleigh, NC
Head of Digital Marketing — May 2022 to August 2022

- Assisted in building the company's social media presence and developed digital strategies and content.
- Attracted new business, gained experience with the B2B use of social media and email marketing, as well as created graphics for the company to use across all channels.

Athens Convention and Visitors Bureau — Athens, GA
Digital Marketing and Communications Intern — January 2022 to May 2022

- Gained real-world experience with the B2C use of social media and email marketing.
- Interacted with community members to create my own content, such as blog articles, videos, and graphics.
- Captured and produced photo and video content for the 2021 NCAA UGA National Championship parade, showcasing event highlights and fan engagement.

PROJECT EXPERIENCE

The CARE Center Marketing Strategy & Video Series Athens, GA
Emerging Media Strategy May 2024 to May 2025

- Collaborated with a client to create a social media strategy, series of social posts, updated website, interactive events calendar, engaging video series, and sustainable marketing plan.

Ghirardelli Marketing Strategy & Campaign Athens, GA
Digital Marketing Analytics August 2023 to December 2023

- Created a business gift campaign and strategy for Ghirardelli that implemented a measurement strategy and Google search ad investment strategy to increase their overall conversions and sales.

CAMPUS & COMMUNITY INVOLVEMENT

Member, *American Marketing Association* August 2020 to May 2024

- Attend weekly meetings and networking events. Learned about different facets of marketing and how to successfully market myself to potential employers.

Gamma Chi, *UGA Panhellenic Recruitment Counselor* March 2023 to August 2023

- Led a cohort of 15 freshmen, orchestrating their navigation through the formal recruitment process at the University of Georgia. Included a three-week training program, where I enhanced my interpersonal, leadership and emotional competencies.
- Effectively coordinated communication with over 130 fellow recruitment counselors while embracing a multifaced role, swiftly adapting to fulfilling numerous positions and responsibilities needed to coordinate the 2,000 potential new members going through panhellenic recruitment.

EDUCATION

University of Georgia Athens, GA
Journalism and Mass Communication Master of Arts May 2025
Emerging Media Master's Program

Bachelor of Business Administration May 2024
Marketing with a Digital Marketing emphasis