

Emma Rose Peters

Senior project management and branding professional with 8+ years of experience bridging creative vision and operational rigor across design, marketing, project management and AI workflow optimization.

CONTACT

Currently in Los Angeles, CA 90042
Open to SF Bay Area and remote
415-298-4866
emmarosepeters.com
emmapeters.la@gmail.com
linkedin.com/in/emmarosepeters

SKILLS

Project Management: Agile · Scrum · Waterfall · Asana · Airtable · ClickUp · Monday.com · Notion · Jira · Confluence

Creative Operations: Workflow Design · Intake & Scoping · SLA Management · Resource Planning · DAM Systems · Vendor Management

Marketing & Brand: Brand Strategy · Brand Operations · Product Marketing · Content Production · Performance Marketing · CRM/Lifecycle (Klaviyo, Braze)

Creative & E-commerce: Adobe Creative Suite · Figma · Shopify · E-commerce Management

AI & Automation: Claude · Gemini · NotebookLM · n8n · Zapier

EDUCATION

Google AI Professional Certificate
Sep 2026

PMI PMP® Certificate
Jun 2023

Google Project Management Certificate
Nov 2021

University of Southern California
B.A. in Art & Design, Minor in Marketing
Aug 2014 - Dec 2017

EXPERIENCE

GOAT Group (1661 Inc.) | Senior Project Manager, Marcom

Sep 2023 - Sep 2026

- Led marketing operations across four brands (GOAT, alias, Sneakers.com and GOAT Group), orchestrating cross-functional teams and executive stakeholders across B2C and B2B initiatives driving consumer and seller acquisition and conversion.
 - Steered end-to-end execution of integrated marketing campaigns and physical activations, including four branded seller drop-off spaces across retail locations; drove 40%+ of annual revenue through 2023–2025 holiday, sales and promotional initiatives and increased alias seller consignment in Los Angeles by 131%.
 - Built AI-powered workflows for brief development, roadmaps and operational processes, reducing redundant meetings by 30% while translating cross-functional performance into executive priorities.
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Fruit Stand Art | Founder & Creative Director

Feb 2023 - Present (Part-Time)

- Direct all creative and operational facets of an independent art brand: leading original illustration, merchandise development, end-to-end production, packaging and e-commerce while scaling retail partnerships across boutiques, independent grocers and a museum gift shop.
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RIISE Studio, SDC Designs LLC | Creative Project Manager

Nov 2021 - Aug 2023

- Guided delivery for two luxury e-commerce launches and licensed Signet Jewelers collections (Kay, Jared, Zales), reaching profitability within six months.
 - Governed end-to-end creative operations across digital/UX, packaging, print, and events: managing production budgets, vendor/contractor pipelines, and internal systems (DAM/PMIS) to streamline cross-team handoffs.
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ilovecreatives | Content Strategist

Jan 2020 - Aug 2021

- Led cross-functional production across courses, podcasts, editorials, newsletters, and physical products, managing 20+ creative freelancers to hit quarterly milestones.
 - Built repeatable content workflows that grew Instagram from 11K to 62K followers and launched automated CRM lifecycle campaigns driving a 10% revenue lift.
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VRAI | Brand Marketing Manager *Promoted from Brand Marketing Coordinator in 2019*

Mar 2017 - Jan 2020

- Developed & project managed cross-channel content across photo, digital, social and IRL experiences, while leading high-impact brand partnerships that drove 150% YoY growth.
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Brand Consultant (Freelance)

May 2016 - Nov 2021

- Partnered with founders across CALPAK, SkinTe, NEWNESS, and White Space Jewelry to audit existing marketing channels, streamline creative production workflows, and deliver full-funnel retention campaigns.