



# PETER EISENHAURE

10 Overlook Drive, Newfields NH 03856 | 603-397-7566 | <https://www.peterjameseisenhaure.com/>

---

## MARKETING CONTENT WRITER

---

Creative, thoughtful, and results-driven marketing professional with a proven background in optimized content creation. Seeking a dynamic role where I can leverage my project management skills and strategic marketing expertise to craft innovative content for social media platforms and email campaigns. Known for creating compelling and engaging content that drives traffic to websites and social media profiles. Skilled in market research, brand development, and social media marketing techniques. A reliable team member with a passion for fostering community and working towards larger marketing strategy.

---

## SKILLS

---

- |                   |                   |                       |
|-------------------|-------------------|-----------------------|
| ▪ Self-discipline | ▪ Time Management | ▪ Social Media Expert |
| ▪ Tech-savvy      | ▪ Adobe Suite     | ▪ MS Suite            |
- 

## WORK EXPERIENCE

---

### Project Manager

Kenney Brook Properties | Aug. 2021 – present

- Website Design & Layout: Designed and developed visually appealing and user-friendly website that increased web traffic leads by 20% over the last year.
- Project Planning: Developed comprehensive project plans, including timelines, budgets, resource allocation, and scope of work in collaboration with clients, architects, and subcontractors. 100% of projects came in under, or at initial budget.
- Client Communication: Served as the primary point of contact for clients, providing regular updates on project progress, addressing any concerns or questions, and ensuring clients satisfaction throughout duration of project.
- Resource Management: Coordinated and allocated resources including labor, materials, and equipment, all to ensure efficient project execution and timely delivery.
- Vendor & Subcontractor Management: Procured and.
- Budget & Cost Management: Managed multiple \$100,000 projects. Tracked expenses and mitigated costs to ensure projects were completed within budgetary constraints.
- Team Leadership: Managed subcontractors, supplies, negotiated contracts, oversaw work quality, and resolved any issues or disputes that arose Lead and motivated team to achieve project goals and deliver high quality results.

### Copywriter (contract)

The Veterinary Wellness Center | Jan. 2022 –Jan. 2023

- Website Design & Layout: Conceptualized, designed, and developed visually appealing and user-friendly website that launched to receive over 1000 visits in the first 30 days online.

- Graphic Design: Developed custom graphics, icons, illustrations, and other visual elements to enhance the aesthetic and usability of website.
- Brand Voice Development: Collaborated with ownership to define and maintain the clinic's brand voice and tone across all communication channels, ensuring consistency and authenticity.
- Campaign Development: Conceptualized and executed creative marketing campaigns to promote clinic's services, special offers, events, and community initiatives contributing to a 34% increase in scheduled appointments.

## Marketing Specialist

NOBL Beverages | Aug. 2018 – Apr. 2020

- Digital Strategy Development: Crafted comprehensive digital marketing strategies to promote NOBL products, focused on brand awareness, lead generation, and sales conversions.
- Content Creation & Social Media Management: Increased social media following by 60% over 2 years. Produced engaging content for NOBL's website, social media platforms which highlighted current products, industry insights, and customer testimonials
- Search Engine Optimization (SEO): Implemented SEO best practices to improve website ranking and visibility, conducting keyword research and optimizing on-page content.
- Email Marketing: Developed and executed email marketing campaigns to nurture leads, share company updates, and promote special offers to existing and potential customers resulting in a 47% open rate.
- Analytics & Reporting: Utilized Google Analytics and other tools to track campaign performance, analyze data, and provide regular reports with actionable insights.

## Digital Communications Manager

Global Co Lab | Jan. 2021 – Aug. 2021

- Social Media Management: Managed content library and grew presence on social media platforms by 40% over 8 months
- Content Creation: Developed relevant and intriguing content, including but not limited to social media posts, blog articles, YouTube content, and email newsletters to effectively communicate mission and impact of organization.
- Community Engagement & Mentorship: Fostered meaningful connections with teens participating in program by actively engaging in online conferences, responding to questions and feedback, as well as seeking out opportunities for collaboration within the groups.

---

## EDUCATION & CONTINUED LEARNING

---

**University of New Hampshire**  
BA in Communications    GPA: 3.3

August 2019

The Odin Project – Free Open Source Coding Curriculum  
Apple Search Ads Certification  
HubSpot Email Marketing Certification

March 2024 - present  
April 2024  
April 2024