Joy M. Peterson
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EDUCATION

Harvard Extension School, Harvard University Online
Master of Liberal Arts, Sustainability | GPA: 4.0 Expected May 2028

Savannah College of Art and Design (SCAD) Savannah, GA
Bachelor of Fine Arts, Fashion Marketing & Management | Minor: Design for Sustainability | GPA: 3.88 June 2023
Achievements: Dean's List Fall 2020 - Spring 2023 | SCAD Academic Honors Scholarship | SCAD Achievement Honors Scholarship | Earl Wasserman LLC STAR Student Advancement in Retail Design Endowed Scholarship

EXPERIENCE

Floyd Yoga Jam Remote
Co–Creative Director & Marketing Lead January 2026 - Present
- Co-lead creative direction and brand strategy, advising co-owners and shaping festival identity for 3,500+ attendees, contributing to 15% YoY growth.
- Direct cross-functional initiatives across web, programming, and content in partnership with Co-Creative Director, creating a cohesive, visually compelling festival experience.
- Mentor social media manager, guiding content strategy and ensuring cohesive, high-performing execution across platforms.

Social Media Director April 2024 - April 2025
- Developed and executed social media strategy, scaling reach from 180K to 335K and driving 200K+ profile visits through content planning, community engagement, and performance analysis.
- Generated 30K+ engagements across platforms, increasing brand visibility and audience interaction.
- Led day-to-day social media operations and mentored a new manager, ensuring continuity and brand consistency.
- Expanded email marketing to 1,900+ subscribers (+146%) through integrated digital strategy.

Visual Merchandise Manager April 2024 - September 2026
Ballyhack Golf Club, Dormie Network Roanoke, VA
- Generated $1.3M in merchandise revenue, delivering 33% YoY growth and surpassing the 2025 target by 16%.
- Led seasonal campaigns, product launches, and visual merchandising, at a private golf club ranked among the top 15% nationally for retail sales, executing 380+ merchandising resets annually.
- Optimized inventory and floor layout through buy-fill strategy, reducing slow-moving inventory 75% and cutting lifecycle to under 6 months.
- Built strong member relationships through personalized service, driving repeat sales and strengthening brand loyalty.
- Led onboarding and training, reducing ramp-up time by 85% across 5+ team members, including a merchandise manager.
- Grew the Ballyhack Insider account by 69% and increased engagement 2.5x through targeted content strategy.

Promotional Sales Representative April 2024 - September 2026
AFA Staffing Atlanta, GA
- Generated $300K in daily sales across 6-day market weeks by processing 30+ wholesale orders per day (avg. $10K).
- Represented apparel brands at wholesale markets, engaging 30+ buyers daily to secure orders and build long-term relationships.
- Collaborated with brands to execute marketing initiatives and event activations.

Social Media Manager July 2018 - July 2021, July 2023 - April 2024
202 Social House Roanoke, VA
- Maintained consistent engagement across platforms through regular content posting and audience interaction.
- Directed visual identity and content creation, ensuring cohesive and aesthetically aligned brand presence.
- Supported steady organic audience growth through consistent content execution and brand alignment.
- Strengthened local brand presence through ongoing social media management and visual storytelling.

CERTIFICATIONS

- Inside LVMH: Creation & Branding; Operations & Supply Chain June 2025
- Inside LVMH: Fundamentals of Luxury & Key Challenges June 2022
- Excel Essential Training March 2022

SKILLS

Sustainability & Fashion: Sustainable Materials & Textile Knowledge, Ethical Sourcing & Supply Chain Transparency, Circular Fashion & Product Lifecycle Management, Sustainable Product Development & Merchandising, Sustainability Reporting & Compliance (GOTS, Fair Trade, ISO 14001)
Merchandising & Marketing: Visual Merchandising, Inventory Planning, Product Launches, Branding & Campaign Strategy, Social Media Marketing, Customer Engagement & Experience
Leadership: Team Training & Mentorship, Project Management, Strategic Planning, Communication, Problem-Solving, Collaboration
Software & Tools: Adobe Creative Suite, Canva, Microsoft Office, LCA Tools, Analytics & Reporting Platforms