

Pete Clausen

Social Media Management and Content Specialist

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Education

B.A. Degree in Digital Technology & Culture, *cum laude*
Washington State University Vancouver

Professional Experience

City of Vancouver Parks and Recreation VanParksVision

A mobile app that uses augmented reality to envision two upcoming Vancouver, WA city parks.

- Social Media Content Creation
- Social Media Calendar Planner
- Social Media Writer

Social Media Content for CMDC Program at Washington State University Vancouver.

- Twitter Account for CMDC Program
- Twitter Content Creation
- Twitter Content Planning
- Social Media Calendar

Wonderful Pistachio's Social Media Case Study.

- An analysis of Wonderful Pistachio's 2017 NFL social media ad campaign.
 - Research Writer.
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Skills

- Social Media Management: Facebook, Twitter, Instagram
 - Content creation specialist: video, pictures, infographics
 - Hootsuite Certification
 - Basic HTML3/CSS3
 - Adobe Photoshop, Illustrator and Premiere
 - Canva
 - Search Engine Optimization (SEO)
 - WordPress
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Other Professional Experience

- Frito Lay 1998-2014 Packaging Logistics
 - The Columbian 1996-1998 Dispatch Driver
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Volunteer Work

- Project Koru Kiteboard 4 Cancer event 2017-current
 - Vancouver Watershed Alliance 2015-2017
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