

Peter William Cartier

Career Summary Self-motivated writer that utilizes creativity and experience to create, design, edit and publish a variety of written communications across any medium, including marketing, web copy and public relations releases.

Experience [2011 - Present] Fpweb.net St. Louis, MO
Senior Copywriter
Provides the words that make the sale as part of a creative Marketing team in a niche industry
Utilizes social media, blogging, web copy, sales collateral, email marketing and more to create brand awareness and messaging that targets B2B sales
Search Engine Optimization (SEO) trained in best practices to artfully balance writing content humans enjoy and search engines index
Researches topics and companies extensively to produce powerful, intelligent copy that reflects the values and appropriate message of the company
Wears several hats within the Marketing department, leading the creative team through project launches as well as working with different departments and companies on any marketing deliverables

[2011] Sixth Star Travel, Inc. Fort Lauderdale, FL
Consultant and Editor
Worked as a consultant for the company president regarding all printed materials in connection with upcoming company brand rejuvenation
Introduced projects and writing ideas to help improve company image
Copy edited and assisted in the design of forthcoming website as well as the writing and editing of Independent Contractor contracts
Designed and implemented comprehensive excel worksheets regarding client information and organized all agency correspondence to eliminate duplication, facilitate workflow, and assure optimum utilization of staff and equipment

[2007 - 2010] Regent Seven Seas Cruises Worldwide
Desktop Publisher
Meticulously designed, edited and oversaw all daily printing material onboard ultra-luxury cruise ships, specifically entertainment newsletters
Efficiently managed printing staff and organized all advertising onboard, expertly juggling deadlines and a rapidly changing entertainment schedule
Favored liaison with Ship's Master, General Manager, Cruise Director, Food & Beverage Manager, officers and staff for coordinating design and publishing for entertainment, menus, broadcasting and all concierge related information

Elected Crew Welfare President, dealing with crew concerns on a daily basis, providing interim solutions, maintaining a high level of service by scheduling and organizing diverse events and activities every month

[2002 - 2006] Fontbonne University St. Louis, MO

Managing Editor

Managed editorial content (reviewing, editing, publishing) as a senior member of the University newsletter *The Fontbanner*

Created an award winning column that offered a satirical look at topical and newsworthy events/situations for students

Acted as the editor-in-chief in case of her absence

Administered day to day operations of staff as well as the content direction of each issue

Education

[2002 – 2006] Fontbonne University St. Louis, MO

B.A., English: Journalism & Professional Writing Concentrations

Graduated with honors/Cumulative GPA: 3.33

Three sport student athlete/2003 baseball conference champion

Managing Editor and Columnist for University newspaper

Award winning columnist/reporter

Qualifier for creative thesis “The Study and Practice of Absurdism”

Summary of Qualifications

Focuses on a writing style that engages the reader and is presented in a conversational manner that captures and keeps attention

Utilizes strong leadership skills and motivational techniques in order to maximize productivity, teamwork and customer satisfaction

Achieves outstanding results on all duties and responsibilities in a timely manner with an exceptional ability to promptly resolve any concerns and satisfy even the most demanding, affluent clientele

Equally successful working unaided as well as within a team setting

Drinks coffee black, works hard and thrives on success

Interests

Travel, writing, editing, sales, problem solving, marketing, voice-over work, managing, soccer, baseball, coffee,

Technical

Well versed in all Microsoft and Adobe platforms, specifically the Microsoft Office suite, Adobe InDesign, Pagemaker and Photoshop

References

Available upon request