

MICAELA PEAVEY

Marketing & Production Coordinator

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EXPERIENCE

Brand & Marketing Lead, / AM

Present

Remote

- Lead the revitalization of a legacy fragrance brand originally founded in 1993, guiding its creative direction, marketing strategy, and operations.
- Manage end-to-end brand production and marketing timelines, ensuring design, copy, and fulfillment teams meet launch deadlines.
- Lead a fully remote team (Events & Partnerships, Social Media, Interns, and Founder) through weekly meetings, maintaining project flow and alignment.
- Oversee brand identity and creative approvals, ensuring quality control across digital, print, and event collateral.
- Self-taught in QuickBooks Online for production bookkeeping, expense tracking, and vendor invoicing.

Marketing Coordinator, Circa-Now Marketing Agency

07/2023 – 2025

Remote

- Supported multiple marketing accounts, managing timelines, deliverables, and production updates in collaboration with designers and project leads.
- Conducted research and competitor audits to inform client strategy and campaign direction.
- Organized project files and internal systems to improve production workflow efficiency.
- Created client estimates and tracked budgets, ensuring financial accuracy across projects.
- Communicated progress updates between creative, strategy, and client teams to maintain project momentum.

Social Media Manager (remote), Northbay Kitchen and Bath

08/2023 – 09/2024

Remote

- Managed end-to-end production of social media content, from planning and design coordination to publishing and analytics review.
- Collaborated with designers to produce content, achieving an average engagement rate of 12%, exceeding industry benchmarks
- Analyzed 12 months of social media analytics to inform strategy

Internship, Michelle Marie PR

06/2022 – 10/2022

Beverly Hills, CA

- Supported influencer gifting campaigns, event coordination, and media outreach for fashion clients using tools like Cision, Upfluence, and Muckrack.

EDUCATION

Communications major, Film minor (B.A.),

Los Angeles, CA

University of California, Los Angeles (UCLA)

- Graduated Magna Cum Laude with a GPA of 3.966
- Relevant coursework: Integrated Marketing, Communication Psychology, Visual Storytelling

SKILLS

Marketing Tools

- Mailchimp
- Mayvien
- Upfluence
- Google Analytics
- HubSpot

Project Management

Asana
MS Office/Google Workspace
Teams
Monday.com

Content Creation

- Adobe Photoshop
- Lightroom
- Premiere
- Canva

Languages

- English (Native)
- Spanish (Basic conversational)