

Bethany Kaye Peterson

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Bethany is a customer service and relationship professional who is bright, motivated and applies herself in every role she steps into. Approaching future work with a curiosity for innovative problem-solving and creativity through collaboration, she constantly strives to bring fresh ideas to the table. She is accomplished through determination, developing, and maintaining solid relationships, and pursuing new skills.

WORK EXPERIENCE

GMS Industrial Supply American Patriot, Fredericksburg, TX

Graphic Designer

August 2024 • October 2024

- Refined company logo, created labels, manuals, and applied vinyl designs to products.
- Spearheaded a new streamlined communication with 3rd party printers resulting in faster turnaround times and fewer reprints.
- Ideated with the Quality Control Team to create labels and branding needed on new sales orders.
- Assisted Accounting in creation and tracking of PO's related to Graphics in NetSuite, linking them to internal SO's within internal documents.

Texas Rebel Radio, Fredericksburg, TX

Advertising & Marketing Consultant

February 2024 • August 2024

- Converted 10%+ of self generated cold leads.
- Built relationships with current and new clients, discovered their needs and offered solutions.
- Interviewed locals and business owners for *Talk About The Hill Country* KNAF AM 910 show.
- Ran the boards for the noon news hour announcing Local and Hill Country news, Farm and Ranch news etc.
- Wrote, recorded, edited and fully produced commercials for HC Broadcasting.
- Recreated and updated sales tools, One Sheets, and company Media Kit.

JuiceLand, Austin, TX

Flagship Store Manager

June 2023 • February 2024

- Managed shop operations, staffing, guest experience and satisfaction, product quality, financial performance, healthy crew morale and team development for one of the top 5 stores across the company.
- One of 7 approved trainers for new managers across the company.
- Lead with integrity, honesty, knowledge, and clear communications that furthered the culture, values, and mission.
- Regularly conducted performance evaluations, provided feedback, and set challenging goals to improve performance.
- Analyzed financial reports and identified and addressed trends and issues in store performance.
- Organized all training and shop personnel schedules including preparation for ACL.

Accomplishments:

- Decreased inventory waste by 700% within 3 months of taking over the location.
- Raised crew morale and enforcement of company policies.
- Brought shop cleanliness and organization scores from 50's to consistent 80's.
- Increased customer rating and level of service provided by crew.

HQ Community Engagement Representative

February 2022 • June 2023

- Managed reputation through feedback portal emails, phone calls, and all review platforms (Yelp, Google My Business, DoorDash) respond, refund, and send gift cards when appropriate and record keeping.
- Jr. Recruiter – reviewed resumes, cold calls, scheduled interviews, and pre-screened applicants.
- Extensive understanding of JuiceLand operations and mission across many departments and positions.

- Supported all HQ staff and departments with special requests, collaboration, and any emergency needs.
- IT device management and record keeping, facilitate HQ tech support.

Crew Member & Assistant Manager

August 2016 · June 2020

- ASM from Fall 2017-Spring 2018, worked at 10+ shop locations in all crew positions, including Production.
- Events: ACL (Austin City Limits Festival), SXSW, and Two Step Inn.

Frost Bank, Austin, TX

Personal Banker 1

July 2021 · November 2021

- Formed and maintained professional relationships with clients and became their point of contact.
- Performed teller and banker services, including the opening and maintenance of personal and business accounts, wire transfers, check certification, savings bonds issuance and redemption, bankcard cash advances, issues of ATM cards and temporary checks.

Roaring Fork, Austin, TX

Hostess · Waiter

October 2020 · June 2021

- Greeted customers, appropriately selected, and guided them to their tables, processed reservations and to-go orders.
- Provided full dinner service with menu knowledge on food and drinks including a vast wine list.

LEADERSHIP SKILLS · Relationship Building · Hiring · Adaptability · Conflict Management · Critical Thinking · Communications · Problem Solving · Project Management · Presentations · Time Management · Brand Development · Storytelling · Recruiting · Reputation Management · Customer Service · Team Player ·

SOFTWARE · NetSuite · Toast · Trello · Paycom · Adobe InDesign · Adobe Illustrator · Adobe Photoshop · Adobe Audition · Google Suite · Canva ·

Volunteer for Seedling Mentor Program, Austin, TX

Mentor to a 1st grader

Fall 2022 · Winter 2023

Children in this program have a parent or guardian who has been incarcerated or deported. I visited with a child weekly at his school and we talked about whatever he would like, played games, threw the football etc.

Founding President of The Austin Community College Clay Club 2019

Created the club bylaws, organized club meetings, proposed future events (art sales, workshops, etc.), raised money for events and coordinated with ACC professors to bring speakers and professors nationally from other universities for workshops at Austin Community College.

EDUCATION

Associate of Applied Science, Visual Communication - Graphic Design Specialization

December 2021

Austin Community College, Austin, TX

Gap, Inc. Retail Marketing Workshop for Community Colleges Program

April 2013

Austin Community College, Austin, TX