

LATOYA PETERSON

EXPERIENCE – WRITING/NEW MEDIA

2005 – present

Podcaster

- Conducted and Edited Podcast Interview with Soulstice, for www.entersoundbooth.com
- Conducted and Edited Podcast Interview with Purple St. James for www.entersoundbooth.com
- Contributed to the Hip-Hop Hecklers Podcast, www.entersoundbooth.com

Blogger

- Special Correspondent for www.racialicious.com (on race and pop culture)
- Content Development/Blogger for www.entersoundbooth.com (hip-hop culture)
- Maintains a blog on news and politics - waxpolitical.blogspot.com
- Maintains a blog on human emotion and relationships–
lovelustlogic.blogspot.com

Articles

- Published in Cerise, the online magazine for girl gamers
 - <http://cerise.theirisnetwork.org/?p=26>

EXPERIENCE - CORPORATE

2004 - present

MarketResearch.com

Senior Publisher Relations Associate

- Develop best practices and training procedures for incoming associates and content experts
- Meet with key vendor accounts to promote the MarketResearch.com relationship
- Attend industry functions like the SLA Conference as a representative of MarketResearch.com
- Worked closely with the marketing department on our in-house branding (post acquisition of MindBranch, inc.) and website re-branding initiative during the site re-launch.

- Responsible for the management of over 150 major publisher (vendor) accounts including Mintel International Group, Datamonitor, and RocSearch
- Manage 7 of the top 10 publisher accounts
- Maintain site listings and updated those listings when necessary
- Provides promotional ideas to marketing to boost publisher exposure
- Facilitates custom research requests for publishers

2003 - present

Montgomery County Public Libraries

Circulation Desk Substitute

- Provide customer service and support at multiple branches throughout the Montgomery County system
- Works with Workflows (Circulation Software), Pharos (Money Management Software)
- Assists patrons with library accounts, inquiries, and problem solving

2003-2004

Executive Recruiters

Junior Recruiter/Administrative Assistant

- Assisted senior recruiters in locating and screening candidates for big box retailers
- Assembled client presentations
- Assisted in the preparation of candidates for interviews
- Conducted telephone interviews and reference checks
- Enhanced and proofread candidate resumes
- Helped to increase the scope of the 30,000 entry ACT database
- Utilized Microsoft Office and ACT

2002-2003

Ervin and Associates

Litigation Assistant

- Responsible for the maintenance of 4 main databases to track documents crucial to the litigation (housed in Excel)
- Viewed and Edited Court Motions and Briefs on three separate cases: an intellectual property case, a qui tam complain, and a Court of Federal Claims Case
- Managed Documents for Multiple Cases and Multiple Courts (over 1 million sheets of paper)
- Utilized Microsoft Office and ACT
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EDUCATION

2004 - present University of MD, University College

- Majoring in Global Business and Public Policy (part-time)
- Scheduled to graduate in May 2010

2001-2003 Montgomery College, Rockville Campus

- Took core classes to transfer into the University of Maryland, University College Program
- Completed 32 credit hours of coursework, in multiple disciplines

2000 – 2001 Eleanor Roosevelt High School

- Graduated June 2001
- Certificate of Excellence, in Law, Global Affairs, and Public Service
- Minor in Arts and Communication

1997-2000 John F. Kennedy HS

- Student Government Judicial Branch Coordinator
- National Merit Commended Scholar (Academic)
- National Merit Commended Scholar (Forensics)