

# KENNETT PETERSON

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## EDUCATION

University of Oregon  
B.A. Journalism, 2008

## WORK HISTORY

### Freelance Legal Content Writer—2016—Present

- Write legal blogs and pages for law firms across the country in dozens of practice areas
- Produce weekly, monthly, or batch blogs and landing pages for lawyers to meet a specific word count
- Identify current topics of interest for SEO
- Manage social media accounts for law firms
- Research recent industry news and statutes

### Professional Cyclist and Triathlete—2009—Present

- Competed at top level events around the world
- Served on the Professional Triathlete Organization ethics board
- Acquired and worked with dozens of sponsors to promote brand awareness
- Wrote training articles, race reports, and product reviews
- Triathlon coaching

### K-12 Substitute Teacher—2024—Present

- Substitute teacher for Boulder Valley School District
- Substitute teacher for St. Vrain Valley School District
- Substitute teacher for Tucson Unified School District

### Peer Review Research Editor—2009—2022

- First-line editor for scientific research articles in the fields of sedimentology, oceanography, geology, and geoarchaeology

### Content Specialist at SmartEtailng—2013—2015

- Created website content for 2,000+ bike shops, including product reviews, product descriptions, user manuals, and Tour de France reports
- Liaison to manufacturers and shops