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**Ayo Peterson**  
Business Developer/ Website Creator/ Virtual  
Professional



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Ayo Peterson was born in Washington, D.C. At a young age, Ayo and her family moved to New Orleans, LA, where she attended elementary school from kindergarten to fifth grade. She and her family then moved to the Dallas/Fort Worth (DFW) metropolitan area in Texas where she attended sixth grade, Junior High and part of High School. She later went on to finish her High School academic career in New Orleans, LA.

In 1991, Ayo moved back to Dallas, Texas, near Addison (a thriving town within Dallas). The following year Ayo worked as a fitness trainer and as a waitress at two different restaurants while first attending Brookhaven Community College for a semester and then a year later attending Richland Community College for another semester.

Since then, she has lived and worked in Dallas (and the surrounding Metroplex), Brooklyn, Jersey City, Manhattan, New Orleans and Newark, NJ which is why she is accustomed to relating to diversity and multiculturalism.

Throughout her life, Ayo has continually adapted to change. She was introduced to the concept of freelancing and working contract jobs in 1993 and has since had the privilege of working with hundreds of companies ranging from Fortune 500 companies to small startup businesses. These various employment opportunities have taught her to master new concepts quickly and efficiently. Much of her expertise in the administrative field has been acquired through hands on experience; this method of learning has enabled Ayo to be quite adept at prioritizing, multi-tasking and assuming a leadership position.

A life-long learner, Ayo went back to college as an older student and graduated with Highest Honors from Essex County College. There she received an Associate in Arts degree in Liberal Arts as well as the competitive Phi Theta Kappa Scholarship to attend Rutgers, The State University of New Jersey (Newark). At Rutgers-Newark, Ayo was very involved and participated in student life and leadership events that promoted

cultural awareness as well as women's issues. She went on to graduate from Rutgers-Newark with Honors and a Bachelor of Arts degree in African American and African Studies.

Ayo has since become an independent contractor by working as a Business Developer/ Website Creator/ Virtual Professional for specific clients. Her goal is to assist individuals in cultivating their creativity to not only improve their lives but also to improve the quality of life for their families and communities. When not in the service of helping others Ayo enjoys listening to music, studying history and reading.