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Peg Slack

MARKETER | Helping companies elevate their brand, drive sales, and grow their business

EXPERTISE



Advertising

Blog Posts

Branding & Product Packaging

Budget Management

Content Development

Data Integrity

Email Marketing

Mission Statements

New Product Launches

Photo Shoots &

Video Production

Sales Enablement Tools

SEO Strategies

Social Media

Website Build & Design

PROFILE

Marketing Executive with 20+ years multi-dimensional experience in security, hospitality, consumer electronics, and technology industries. Talent for quickly assessing gaps, identifying areas of continuous process improvement, and cost-effective solutions that support organizational goals. Results-oriented and analytical-driven professional with a collaborative management style.

Recognized for championing cross-functional team leadership and mentoring.

EXPERIENCE

INDEPENDENT CONTRACTOR | Myatt Enterprises, LLC | 2021 – Current
Myatt Enterprises specializes in market research, product management, planning, and support for small businesses by partnering with subcontractors.

- Provide marketing services for projects including content marketing, web development, writing and editing of technical documentation along with creation of sales collateral pieces

DIRECTOR OF MARKETING | AES Corporation | 2012 – 2020

AES Corporation is a privately held manufacturing company that pioneered alarm communication products for fire and life safety applications.

- Led brand revitalization and messaging framework efforts across all marketing assets to help expand market share
- Managed oversight of all global marketing activities at the strategic, creative, and tactical level
- Spearheaded initiatives including Voice of the Customer surveys to help define product requirements and align sales objectives with engineering roadmap
- Leveraged advertising and event sponsorships to strengthen company presence and positioning in the security industry
- Created 5 social media accounts and increased Followers by over 2000+
- Boosted 2020 sales by over \$500k+ via actionable campaigns & promotions

MARCOM SPECIALIST | Lodging Econometrics | 2011 - 2012

LE is a leading lodging industry and real estate consulting firm.

- Managed marketing communications and promoted a range of advisory services, programs, and subscription products
- Worked with ownership and management groups, hotel franchise companies, and lodging vendors on their client deliverables
- Curated market intelligence online sortable database hosting data of over 200,000 hotels worldwide and streamlined user access protocols to protect data integrity and ensure pristine reports

STRENGTHS



Adaptability & Versatility

Analytics & Insights

Business Acumen

Communications & PR

Emotional Intelligence

Relationship Building

Writing & Editing

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TECHNOLOGY

Adobe Digital Marketing

Asana & Basecamp
Task Management

Canva

G Suite

Hotjar

HubSpot
Marketing Automation

Jira
Agile Project Management

Microsoft Office Suite

Salesforce CRM

Wix

WordPress

EDUCATION

AES TRAINING ACADEMY

DISC STYLES

LEAN SIX SIGMA

MA WORKFORCE TRAINING
FUND PROGRAMS

SMART GOALS

TIME MANAGEMENT

AES Corporation

BUSINESS ADMINISTRATION

Northeastern University

EXPERIENCE *(continued)*

INSIDE SALES | Boston Acoustics | 2004 - 2010

BA is a world-renowned manufacturer of home and car audio loudspeakers.

- Worked closely with outside sales team and 50+ nationwide rep firms to define customer requirements and ensure a smooth sales process for dealers and distributors
- Key contributor to marketing team brainstorm sessions for brand refresh, collateral pieces, press and dealer events, tradeshow displays, graphics, and strategic PR
- Managed sales programs and tracked performance against budget, reconciled key accounts, and saved the company \$96K/month by identifying a major billing error

FINANCIAL PLANNING ASSISTANT | American Express | 2002 - 2003

AMEX is a multinational financial services corporation.

- Supported independent financial advisor by preparing client fund portfolios for wealth and asset management accounts
- Cultivated relationships with clients and presented meaningful recommendations based on each individual client's situation and goals
- Hosted 2-5 client meetings a week

Art & Architecture // Film // Gardening //
Graphic Design // Interior Design // Music //
Photography // Puggles // Typography