

# PEYTON K ♀ NG

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## EXPERIENCE

### **Sports Innovation Lab — 2021-Current**

*Manager of Brand Marketing & Interim Chief of Staff to CEO Angela Ruggiero*

Managed marketing team under CMO, directly working with big clients such as WNBA, NHL, ESPN, Booz Allen, Google, NFL, & Billie Jean King Enterprises. Duties include management of company's & CEO's PR, podcast, graphic design, & social media (collectively running a following of more than 300k & a portfolio of major press outlets), reinvention of website architecture for 5+ different sites, creation of 4+ Mailchimp newsletter streams (for both the company & big clients such as Ally Financial), & design of paid social campaigns for big names like the LPGA & the Washington Wizards/Capitals that directly led to a higher ROAS, beating the large organizations' previous metrics. In addition, structured event marketing & planning of a 200+ person tech conference in NYC & moderated a panel of renowned sports creators & entrepreneurs.

### **Pulltab Sports — 2020-Current**

*Influencer Marketing Lead & Content Contributor*

As the Influencer Marketing Lead, planned, budgeted, & executed influencer marketing campaigns with creators ranging from rappers to professional hockey players. Worked with agents to negotiate deals, provided creative direction for the activations, & segmented funds to target for optimized performance. Directly led to an increase of 4k followers in 3 months. As a Content Contributor, wrote various culture-based articles as well as had multiple comedic shorts featured on the news including: mockumentary film project acquired by NESN called "The Shovelers," the Minnesota All Hockey Hair Team, & the Minnesotalorian (*can see some writing samples at [pulltabsports.com/contributors-peyton-king](http://pulltabsports.com/contributors-peyton-king)*).

### **Mediahub / Mullen Lowe — 2020-2021**

*Media Planner / R&D ("Radical Disruption") Team Member*

Media planning tasks included designing & launching advertisements, client & vendor outreach, presenting media recommendations, as well as extensive work in Excel, Prisma, DCM, & other key platforms. Pitched original ideas that were used by big players such as PBS & Ken Burns through Mediahub's invite-only R&D, or "radical disruption," group that is designed to integrate creativity into more data-driven media practices.

## EDUCATION

### **Boston College**

English, Class of 2020

- Magna cum Laude
- One semester at University Pablo Olavide in Seville

## NOTEWORTHY

- Highlighted as Boston College's *Featured Feminist*
- *Volunteer Of The Year* at the Hendrickson Foundation for Disabled Athletes
- Published writer, novelist, & creator of the Instagram account @realrestroomwisdom, featuring motivations & musings from bathroom stalls around the globe
- Winner of *Minnesota State Athena Award for Outstanding Female Athletic & Academic Achievement*
- First player in Boston College club ice hockey history to: play with both the men's & women's teams, hit 50 points, & be honored as an *All American* player twice
- Worked as a Vivid Roots trip ambassador to recruit people from all over the world to take trips to Guatemala or Ecuador with a handpicked, curated group of likeminded individuals
- Ran successful college admission consulting business for over 5 years that helped 20+ students get into their dream colleges - services included ACT/essay/application prep and curated liaising between admissions directors and prospective students