

# PEYTON KING

Advertising Week's Future Is Female Winner 2024

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## EXPERIENCE

### **Sports Innovation Lab**

Content Manager (October 2021 – November 2022) | Brand Marketing Manager (November 2022 – April 2024) | Associate Director Of Marketing (April 2024 – Present)

- Led the company's marketing function under the CMO, managing a cross-functional team and driving strategy across PR, social media, web, events, email, CRM, and influencer marketing to support Fortune 500 clients including WNBA, NHL, ESPN, Booz Allen, Google, Klarna, and Billie Jean King Enterprises.
- Scaled the company's digital presence by overseeing a portfolio of 500K+ social media followers and maintaining four high-traffic websites and major press partnerships.
- Launched the industry's first transaction-based, deterministic, and addressable audience segments dedicated to sports and entertainment, enabling more precise and effective targeting for clients.
- Co-founded Sports Innovation Lab's [Women's Sports Club](#), growing it to a community of 700+ senior executives from global brands, and catalyzing 12+ sponsorship deals between Fortune 500 companies and women's sports entities in its first year.
- Co-created the [IAB's first-ever Women's Sports NewFront](#), spotlighting investment opportunities in women's sports and driving increased brand engagement in the category.

### **Mediahub (IPG)**

Assistant Media Planner (October 2020 – June 2021) | Media Planner & "Radical Disruption" Team Member (June 2021 – October 2021)

- Designed and launched digital and traditional ad campaigns for Outback Steakhouse by leading media planning, vendor outreach, and platform execution across Excel, Prisma, DCM, and other industry tools.
- Presented strategic media recommendations to internal and external stakeholders, streamlining decision-making and improving campaign performance.
- Pitched original media concepts through Mediahub's invite-only R&D "Radical Disruption" group, leading to adoption by high-profile clients including PBS and filmmaker Ken Burns.
- Contributed to bridging data-driven planning with creative innovation, enhancing Mediahub's position as a thought leader in experimental media strategies.

### **Pulltab Sports**

Influencer Marketing Lead - Contract (November 2022 – August 2024)

- Led influencer marketing strategy and execution for campaigns featuring creators ranging from rappers to professional hockey players, resulting in a 5K follower growth within 2 months.
- Managed end-to-end campaign logistics, including budgeting, agent negotiations, creative direction, and performance optimization through targeted fund allocation.
- Collaborated with talent agents and creators to deliver culturally resonant activations that elevated brand visibility and engagement.
- Served as a content contributor, authoring culturally relevant articles and producing comedic video shorts that gained national attention. Co-created viral video content featured by major media outlets, including The Shovelers (acquired by T.D. Garden), Minnesota All Hockey Hair Team, and The Minnesotalorian.

## AWARDS

Advertising Week's "[Future Is Female](#)" Winner 2024 | Finalist For Givsky's Impact Award | Finalist For WISE's Rising Star Award | Ran LinkedIn Account Named A 2022 Top Voice | Minnesota State "Athena Award" Winner For Outstanding Athletic & Academic Achievement | Volunteer Of The Year at the [Hendrickson Foundation](#) for Disabled Athletes | Honored as Boston College's Featured Feminist

## EDUCATION

Boston College 2020 | English & Business | Magna cum Laude

## NOTEWORTHY

- Established keynote speaker & panelist at events such as USF's Sports & Entertainment Analytics Conference & Most Innovative 2022
- 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
- Featured in [The Continuum](#) & Advertising Week's [Perspectives Podcast](#) with Katie Kempner
- Established novelist, artist, & writer – see writing samples on [pulltabsports.com](https://www.pulltabsports.com) and [peytonkingcreations.com](https://www.peytonkingcreations.com)