

PEYTON KING

Advertising Week's Future Is Female Winner 2024

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EXPERIENCE

SharkNinja

Brand Manager - Blenders, Juicers, and Robot Vacuums & Mops (June 2025 – Current)

- Led end-to-end marketing strategy and go-to-market for Shark Robot Vacuums & Mops and Ninja Blenders & Juicers, resulting in high-impact integrated campaigns across influencer, social, and digital.
- Drove product messaging, claims development, retailer relationships, and the design of packaging, media assets, sizzle video production, and digital storefronts to strengthen brand differentiation and consumer interest.
- Spearheaded concepting and launch of PowerDetect UV Reveal, which was named *Wired's* Best Robot Vacuum of 2026. Product branding as the first robot vacuum & mop to “see the unseen” secured major press opportunities for the SharkNinja brand.
- Executed full, globalized portfolio refresh of Ninja Blending & Juicing – directly increasing brand relevance and product conversion.

Sports Innovation Lab

Content Manager (October 2021 – November 2022) | Brand Marketing Manager (November 2022 – April 2024) | Associate Director Of Marketing (April 2024 – June 2025)

- 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. Ran a LinkedIn account for CEO, which was awarded the honor of “LinkedIn Top Voice” in 2022.
- 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.

Pulltab Sports

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

- Built social channels for Midwestern media company Pulltab Sports from zero followers to over 10K on Instagram – came up with brand identity, strategy, and creator partnerships to launch the company across different social channels.
- Managed budget and directed creative activations with high-profile creators (such as The Hockey Guys, Kevin Silberman, & more), aligning content strategy to audience growth goals.
- Expanded reach through viral content initiatives such as the *Minnesota All Hockey Hair Team*, *The Minnesotalorian*, and mockumentary “*The Shovelers*,” acquired by NESN.

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.

EDUCATION

Boston College | English & Business | Magna cum Laude

AWARDS & ACHIEVEMENTS

Advertising Week's “[Future Is Female](#)” Winner 2024 | Finalist For: Digiday's Future Leader Award, Givsky's Impact Award, & WISE's Rising Star Award | Boston College Featured Feminist | Minnesota State “Athena Award” Winner For Outstanding Athletic & Academic Achievement | Volunteer Of The Year at the [Hendrickson Foundation](#) for Disabled Athletes | Featured in [The Continuum](#) & Advertising Week's [Perspectives Podcast](#) with Katie Kempner | Keynote Speaker: USF's Sports & Entertainment Analytics Conference & Most Innovative 2022 | Established novelist, artist, & writer – see personal portfolio at [peytonkingcreations.com](https://www.peytonkingcreations.com)