Sally Peay

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With 5+ years of experience in marketing, specializing in brand consistency and audience analysis with expertise in developing marketing collateral that drives revenue. Skills include project management, content creation, creative execution, and public relations.

WORK EXPERIENCE

OUTFRONT Media • Nashville, TN • 04/2022 - 10/2026

MARKETING SPECIALIST

Created marketing collateral based on research, analytics, and client objectives that could be achieved through OUTFRONT'S media solutions. Resulting in a 5% annual increase in revenue, totaling a 28% increase in 4.5 years.

- Implemented brand guidelines that ensured 100% consistency across all OUTFRONT collateral, platforms, and departments.
- Created client testimonials, case studies, wrap-up reports, client presentations, one-sheets, audience sell sheets, proposals, and sales collateral, allowing for a 20% increase in productivity for the sales team.
- Planned, organized, and executed team events to represent the OUTFRONT brand 1–2 each quarter, boosting team morale and increasing brand presence.
- Analyzed audience and competitive data using Nielsen Scarborough, Ad Mall, and proprietary programs to strengthen sales materials to build 10+ custom projects monthly.
- Executed in-kind sponsorship campaigns with multiple nonprofits per quarter, enhancing brand visibility within 6 months through strategic partnerships.
- Created and maintained content for the company website, blog, social platforms, media kits, photo sheets, and drip campaigns. Wrote the top 2 blog posts garnering the highest number of impressions company-wide in 2025.
- Streamlined and implemented the use of promotional materials for both internal and external events.
- Provided weekly marketing updates through sales and marketing meetings utilizing Teams and Slack to communicate project status, marketing initiatives, and resources.

MARKETING COORDINATOR

Collaborated across multiple departments, including creative, sales, real estate, mobile, and admin teams to achieve marketing duties and goals.

- Oversaw photo quality for marketing materials, including POPs and copy for photo sheets.
- Aided in generating leads through platforms such as Kantar, Winmo, and D&B Hoovers, generating new business.

Cherokee Drone • Nashville, TN • 06/2021 - 10/2021

MARKETING ASSISTANT

Generated leads and strategized marketing tactics for business growth and development. Attended networking events to boost brand awareness. Hosted sponsorship meetings for prospects to introduce company services.

- Took photographs and created graphic content for social media, the web, and printed marketing materials. Increased awareness of the brand by 15% in 3 months.
- Assisted Sales and Marketing Manager to update spreadsheets, website content, and proofread copy.

SKILLS

Adobe InDesign, Adobe Photoshop, Brand Development, Canva, Client Strategy, Content Creation, Copywriting, Creative Direction, Cross-functional Collaboration, Detail-Oriented, Event Coordination, Event Planning, Layout Design, Market Research, Media Relations, Microsoft PowerPoint, Microsoft Teams, Microsoft Word, Multi-Tasking, Out of Home Advertising, Photography, Relationship Building, Self-Starter, Slack, Social Media Content, Technology Comfort, Website Copy

EDUCATION

B.F.A.

Savannah College of Art and Design

Brooklyn Brewery • Nashville • 06/2019 - 02/2020

Event Ambassador

Increased brand awareness with booth demonstrations, in person sales, and brand loyalty tactics. Increased demand in targeted areas in need of boosted sales traffic

Belle Meade Children's Center • 03/2016 - 01/2017

Resource Teacher

Taught hands-on projects at a non-profit school with children ages 2- 5 years, including stem project creation, visual and industrial art projects.

Jackalope Brewing Company • 08/2012 - 03/2016

Brewer & Brand Developer

- Led tours, account management, manufactured products, and worked alongside the CEO to streamline processes and brand identity.

Manager & Brand Developer

- Increased brand visibility, and managed the taproom independently.