

PEGGY SPEAR – Communications Specialist

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Professional Summary

Talented communications professional with years of success in digital and print content creation, AI and creative cross-platform client messaging, effective media marketing strategies, and an established track record as a talented writer/storyteller, editor, public relations/community engagement strategist, journalist, content marketer, blogger and grant writer

Recent & Relevant Experience

PRINCIPAL | SPEARIT COMMUNICATIONS | MAY, 2011 - PRESENT

- Provide top-notch services as a writer, editor, communications strategist, and content producer for a diverse portfolio of clients
- Demonstrate robust marketing skills by creating a wide range of promotional materials, including brochure copy, email marketing, social media copy, out of home fliers, and more
- Develop compelling grant proposals that meet funder guidelines and showcase impact.

Clients include: The San Francisco Chronicle, Bay City News/Local News Matters, The San Francisco Examiner, The Concord Pioneer, Walnut Creek Magazine, Diablo magazine, Trinity Center Walnut Creek

VICE PRESIDENT, MARKETING & COMMUNICATIONS | ZYBI.COM | NOV. 2023 – MAY, 2024

- Created a brand voice, marketing budget, and advertising strategy for an emergent start-up
- Developed and oversaw content for social media, the website landing page, other articles
- Led community engagement and public relations strategy.

COMMUNICATIONS MANAGER | NOVIN DEVELOPMENT | JUNE, 2021 – JAN. 2024

- Oversaw marketing efforts, designed and developed project websites, created and implemented digital marketing campaigns, social media and designed and produced brand collateral
- Led public relations and community engagement process, often working with local and regional public officials to mitigate neighborhood issues and promote affordable housing efforts
- Managed the human resources activities in absence of a Human Resources Manager for six months.

EDITORIAL DIRECTOR | AMF MEDIA | JULY, 2017 – JULY, 2018

- Spearheaded brand marketing and messaging content for a mid-level boutique marketing agency
- Produced digital marketing and press releases, guided production of two healthcare magazines, and connected target markets with company's services through strong branding, messaging to key demographics, and storytelling efforts
- Wrote long- and short-form copy, including scripts, articles, and copy for web and mobile.

Skills, Education & Additional Experience

- **Education:** University of California, Berkeley | BA English with Journalism emphasis
- **Skills:** Digital marketing, storytelling, website writing and creation, content development, CMS experience, staff management, SEO, flexibility, thought leadership, sense of humor
- **Tools:** Microsoft Office, Google Suite, Wordpress, Canva, InDesign
- **Awards:** Recipient of six national awards for writing and editing
- **Prior editorial positions, as editor/writer:** Lamorinda Weekly, Parents Press, Bay Area Parent, Contra Costa Times, Diablo magazine