



BRENDAN PEEK

Creative Director / Producer

 (704) 650-0351

 brendanpeek@gmail.com

 Charlotte, NC

PROFILE INFO

Creative marketing leader with 5+ years Fortune 40 experience overseeing the development & implementation of multi-channel marketing initiatives & brand advertisements for TV, OTT, OLV, OHH, social, web, and more.

RECENT EXPERIENCE

OCT 2022 - PRESENT

Lowe's Companies, Inc | Mooresville, NC

Manager, Brand Advertising & Creative Production

- Manage the production of high-impact brand & vendor co-op advertising for broadcast television & online video.
- Own the production of organic video content for the Lowe's YouTube channel & earned media opportunities.
- Lead, mentor, and manage a high-performing team of producers, fostering a collaborative and entrepreneurial work environment.
- Align merchandising partners on campaign integrations for vendor promotions.
- Identify opportunities to drive customer demand via promotional co-ops & retail media network buy-ins with vendor partners.

FEB 2022 - OCT 2022

The Home Depot Rental | Fort Mill, SC

Senior Creative Marketing Specialist

- Develop and execute comprehensive B2B & B2C marketing strategies and campaigns that align with the business goals and objectives.
- Oversee the strategic & tactical development of all marketing initiatives & stakeholder buy-in.
- Create and manage the marketing budget, ensuring efficient allocation of resources and optimizing ROI.
- Oversee market research to identify emerging trends, customer needs, and competitor strategies.
- Lead an agency team of creatives & specialists in the execution & refinement of creative marketing strategies.

FEB 2019 - FEB 2022

The Home Depot Rental | Fort Mill, SC

Content Marketing Specialist

- Oversee the development of all B2B & B2C marketing creative by agency partners & in-house teams.
- Identify emerging trends & areas of opportunity for channel growth.
- Lead GTM strategies for new campaigns & marketing tactics.
- Partner with national leadership team to create & evolve sales materials.

EDUCATION

2014 - 2017 | Oswego State

Bachelor of Arts

Major | Creative Writing

Concentration | Cinema & Screen Writing


Major | English Language & Literature

Minor | Mathematics

SKILLS

- Creative Direction
- Creative Strategy
- People Leadership
- Marketing Strategy
- P&L / Budgeting
- Executive Communications
- Channel Management

PORTFOLIO

 www.brendanpeekcreative.com