

# Shannon Peel

Senior Product Marketing · AI-Native · Problem-Solver · Systems Builder · Brand Storyteller · Lifecycle Marketer  
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Visit [marketapeel.com](https://marketapeel.com) · click **Ask Shannon** — a live AI agent built on Claude, trained on my methodology.

Director Level Senior marketing leader with 10+ years building demand generation engines, brand systems, and sales enablement programs from scratch for B2B companies navigating rapid growth and market complexity. I am a player-coach by nature. I have been the sole marketing function for multiple organizations simultaneously, personally executing every program I design. I understand what it means to operate with pace and limited infrastructure, to report directly to founders and business owners who need measurable results not marketing theory, and to build systems that scale as the business grows through acquisition.

<b>80</b> AI Agent Conversations Per Day	<b>2,500+</b> Monthly Website Visits	<b>60%+</b> Email Campaign Open Rates	<b>40%+</b> Cold Email Open Rate
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## C O R E C O M P E T E N C I E S

- Marketing Strategy: Inbound, Content, Demand Gen, Events, Partnerships
- AI-Native Operations: Claude · Design · Prompt Engineering · GEO/AEO
- Product Marketing: Positioning, Messaging, Sales Enablement, Launches
- Revenue & Pipeline Attribution: CAC, Funnel Performance, Channel ROI
- Executive Thought Leadership, Ghost-Writing & Original Research
- Brand Voice, Editorial Judgment & Writing Excellence
- HubSpot · Salesforce · GA4 · Google Ads · Meta/Facebook Ads · LinkedIn
- Product Development: Subscription Systems, Virtual Events, Books
- Conference Speaking & Event Facilitation
- Product GTM Strategy & Launch Planning
- Cross-functional GTM Alignment & Stakeholder Communication
- Customer Journey Mapping & Narrative Strategy
- Lifecycle Marketing & Behavioural Segmentation
- Webinar & Customer Education Programs
- SEO, SEM & Paid Media Campaigns
- Sales Enablement Systems

<b>35%</b> Self-Serve Conversion Rate	<b>1,000</b> Monthly Speaker Intros Sent	<b>60–90+</b> Monthly Clicks to client Sites	<b>20%+</b> Conversion Lift via Positioning	<b>15%</b> Retention Improvement
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## E X P E R I E N C E

### Marketing Manager (Fractional) · **MarketAPeel**. 2016–2026 · Vancouver, BC (Remote)

B2B marketing consultancy served as fractional Director of Marketing for multiple growth-stage clients simultaneously, personally building and executing demand generation engines, brand systems, and sales enablement programs.

For a decade I was the sole marketing function for organizations that needed a Director-level strategic mind and a hands-on executor in the same person. I defined the brand, led end-to-end product marketing and go-to-market systems for B2B and B2C businesses, focusing on positioning, messaging architecture, and translating complex offerings into clear customer narratives. Overall, I acted as a hands-on PMM operator and strategist, connecting positioning, customer behaviour, and revenue outcomes into scalable systems.

- Built Ask Shannon, a live AI agent at marketapeel.com, trained on my methodology and professional knowledge base, built to solve two simultaneous problems: giving hiring managers proof of AI expertise they ask questions to review my fit for a position, and giving speakers, SME owners, and professional service businesses a tool to define their brand, develop their narrative, and build a digital marketing ecosystem.
- Built a speaker promotion subscription service solving the gap between speakers who wanted gigs and event planners who needed speakers: a monthly program sending 1,000 personalized introductions directly to event planners on behalf of each subscriber, generating 60–90+ clicks to their website every month alongside a full monthly report of every click.
- Invented the APeeling Summit virtual event series when COVID ended in-person networking overnight: a collaborative model bringing coaches, speakers, and solopreneurs together as co-marketers rather than competitors. Each contributor produced an interactive digital book with a longer shelf life than a webinar recording, turning a single event into years of ongoing lead generation. Five events. Average ten contributors per book. New revenue channel built from zero during the hardest market conditions in a decade
- Ghost-wrote published books for executives and thought leaders, including Pushers of the Possible for Anthony Gruppo, International Insurance CEO at Marsh Commercial and Marsh McLennan, capturing his voice, thinking, and earned authority without losing the authenticity that makes executive thought leadership worth reading. Additional clients included speakers, coaches, and leadership trainers who understood that a published book is the most durable positioning asset available in a crowded professional market

- Published three original books under my own name: two novels and BrandAPEel: Brand Storytelling in the Digital Age Produced and hosted 100+ podcast episodes and digital publication initiatives while delivering 20+ professional conference speaking engagements focused on marketing strategy, positioning, customer psychology, AI systems, and go-to-market execution.
- Built integrated GTM systems connecting demand generation, sales enablement, lifecycle marketing, category narratives, ICP frameworks, customer journey maps, and customer success into unified commercial workflows.
- Designed and built end-to-end product positioning and messaging architectures for B2B, subscription, service, and founder-led businesses, translating complex products and systems into clear customer narratives aligned to audience psychology, buying intent, and business outcomes.
- Conducted structured voice-of-customer research programs including customer interviews, win/loss analysis, CRM insight synthesis, online review analysis, behavioural research, and audience segmentation to validate positioning and improve market alignment. Successfully translated complex technical, operational, and behavioural concepts into accessible customer-facing narratives.
- Developed comprehensive sales enablement ecosystems including pitch decks, positioning frameworks, demo narratives, ROI frameworks, competitive battlecards, customer journey assets, proposal templates, proof-point libraries, and objection-handling guides used across the full sales cycle.
- Built PLG demand generation systems with 40%+ cold email open rates by delivering value before asking for anything, a dual-path landing page achieving 35% self-serve conversion and 65% one-meeting close.
- Designed and executed product launch and adoption systems for subscription and SaaS-style businesses, including launch positioning, onboarding campaigns, customer activation workflows, webinar training systems, and post-launch feedback loops.
- Worked directly with founders, operators, sales teams, and technical stakeholders to align operational capabilities with external messaging ensuring that product promises reflected actual customer experience and delivery realities.
- Drove 20%+ conversion lifts through intent-aligned positioning and 60%+ email campaign open rates through behavioural segmentation across client programs, consistently connecting marketing output to revenue outcomes rather than engagement metrics
- Taught myself every technology shift that changed marketing since email became a business tool: websites, SEO, social media, mobile, and now AI, not reactively but ahead of adoption curves, building with each new capability before most practitioners recognized it as a strategic shift. AI is not a new chapter for me. It is the latest in a consistent pattern of early adoption and applied building

**Sales & Customer Marketing** · **HomeStars** 2013 – 2015 · Vancouver, BC  
*Canada's largest home services marketplace — 300+ B2B accounts, direct retention accountability.*

- Improved retention 15% through structured lifecycle programs, building the commercial instincts and voice-of-customer discipline that connect marketing strategy to revenue reality

**Co-Owner, Marketing Lead** · **Automotive Repair Garage** 2001-2009. Calgary, AB ·  
*Co-owned and launched the marketing function for an automotive repair garage from zero.*

- Built the positioning, customer acquisition strategy, and brand presence that launched the business and ran it to full referral capacity at which point the marketing system had done its job so completely that ongoing paid acquisition was no longer necessary

**Sales & Marketing Associate** · **CM Oliver Goepel McDermid Raymond James** 1994 – 2004 · Calgary, AB  
*Investment dealer, decade in regulated financial services building commercial instincts, executive communication, and client relationship systems.*

**Advertising & Marketing Sales Consultant** · **CanPages / THN Publications** 2006 – 2012 · Western Canada

- Full-cycle B2B consultative sales across Western Canada

## E D U C A T I O N

**Bachelor of Arts (BA)** · University of British Columbia (UBC) Vancouver, BC

*"Shannon Peel simply delivers against all odds, no matter the challenge. Shannon is a marketing genius with the ability to execute and meet impossible deadlines. What others see as a difficulty, Shannon sees as a pathway to a new and better solution. She makes everyone around her better."*

— Anthony C. Gruppo, Former International CEO, Marsh Commercial · Former Regional CEO, Marsh McLennan Americas · Author · Speaker · October 2022