

Bryce Peacher

Graduate Student

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Education

M.A. in Geography (2023)

Marshall University, Huntington, WV

- Academic topics: Remote sensing, GIS, regionalization, place identity
- Research: Appalachian regional identity as expressed through heritage markers, toponyms, and place-naming

Graduate Certificate in Geospatial Information Science

Marshall University, Huntington, WV

- Academic topics: Remote sensing, GIS

B.A. in Liberal Studies (History)

Thomas Edison State University, Trenton, NJ

- Capstone Paper: Public Access, Profit, and Protection: An Assessment of Sustainable Cultural Resource Management Practices in Latin America

Diploma of Higher Education in History

University of Hull, Kingston-Upon-Hull, UK

- Academic topics: Maritime history, medieval history, Roman archaeology, history of art

Professional Appointments

Graduate Teaching Assistant (Spring 2023)

Marshall University, Huntington, WV

Volunteer Experience

Grant Writer

Fort Mose Historical Society, St. Augustine, FL

- I wrote a grant for the Fort Mose Historical Society for a public lecture series to continue to tell the story of the first legally sanctioned free Black community in the United States.

Historical Researcher

St. Augustine Lighthouse and Maritime Museum, St. Augustine, FL

- I researched and identified artifacts recovered during archaeological excavations at Fort Mose Historic State Park.

Publications

Peacher, B. (In progress) Revisiting Appalachia: Measuring Regional Identity using GIS.

Poster Presentations

Peacher, B. (2022) Mapping the Impact of Wellness on COVID-19 Outcomes in Appalachia. Poster presented at: GIS Day 2022; November 2022; Marshall University. Winner: Best Graduate Student Poster Award.

Recognition and Awards

- Inducted into the Honor Society of Phi Kappa Phi

Certifications

- FAA License: sUAS (Drone) Operator

Organizations

- American Association of Geographers
- Society for Historical Archaeology
- Florida Historical Society

Professional Experience

Industry Marketing Manager

Esri, Remote, November 2022 – Present

I develop and coordinate the execution of integrated marketing campaigns and tactics to promote ArcGIS Pro and other Esri software and solutions.

Senior Marketing Communications Specialist

PAX Technology, Jacksonville, FL, April 2021 – November 2022

I lead the development of strategic marketing initiatives to promote the company's hardware technology and software/SaaS solutions. These activities include writing marketing copy and press releases, authoring whitepapers and thought leadership articles, designing digital and print marketing materials, and analyzing analytics to improve digital marketing efforts.

Communications Manager

Quest Corporation of America, Key West, FL, 2019 – 2020

I served as a regional Public Information Officer for the Florida Department of Transportation (FDOT), producing written, digital, and video content to update and inform the public about critical infrastructure projects. These activities included composing press releases and facilitating press outreach, performing outreach to neighborhoods affected by construction projects, functioning as a liaison between the community and municipal stakeholders, and acting as the regional FDOT photographer, videographer, and drone pilot.

Marketing Manager

APC Packaging, Fort Lauderdale, FL, 2018 – 2019

As manager of the marketing department, I successfully established a new corporate identity, designed and developed a new eCommerce-style website, and oversaw and improved the company's digital advertising and email marketing efforts. From the engineering department to the executive suite, I collaborated with cross-functional teams to produce compelling content marketing material to support sales and brand awareness efforts.

Assistant Communications Manager

HM.CLAUSE, Davis, CA & Portes-lès-Valence, France, 2016 – 2018

I took charge of planning international marketing and corporate communications strategies to drive sales and strengthen brand awareness. I built relationships within the industry to amplify coverage and maximize marketing effectiveness. I also developed partnerships with public and private organizations – from the University of California to Walt Disney World – to promote the company while educating audiences about agricultural technology.

Communications Specialist

HM.CLAUSE, Davis, CA & Portes-lès-Valence, France, 2013 – 2016

Leading a significant corporate initiative, I oversaw the implementation of a new brand identity and guided the development of an improved global website in multiple languages. I also produced compelling video content to highlight stories within the company and successfully executed effective internal communications and employee engagement campaigns within the company.

Software

- Microsoft Office/Google Docs
- Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Premiere Pro)
- ERDAS IMAGINE
- ArcGIS Pro