# PETER STRAKA

**BUSINESS LEADERSHIP / RESEARCH / MARKETING**

Eugene, Oregon | linkedin.com/in/peter-straka-735904a9

## PROFILE

Business owner and operations leader with experience directing regional outreach, research, data preparation and marketing programs. Background includes client relations, team leadership, campaign management and writing.

## EXPERIENCE

**Owner and CEO** Oct 2026 – Present

VantageRelay Group | Eugene, OR

- Provide competitive and market research, public-record acquisition, B2B prospect research and CRM-ready data services.
- Develop email campaigns, customer reactivation programs, lead nurturing and direct-mail support.

**Regional Outreach Director** Mar 2025 – Oct 2026

Freedom Foundation | OR / NY / NJ / CT

- Directed regional outreach and collaborated across field, digital, editorial and creative teams.
- Prepared public records requests, maintained Salesforce contact data and managed reporting and campaign communications.

**Certificated Middle School Teacher, Grades 6–8** 2017 – 2023

Los Angeles Unified School District | Los Angeles, CA

- Led classroom instruction, differentiated student learning and worked closely with families and colleagues.

**Chief Operating Officer / Senior Account Manager** 2017 – 2020

World-1 Security Specialists | Pacific Palisades, CA

- Oversaw business operations, client accounts and service coordination; negotiated agreements.

**Project Coordinator / Account Manager** 2015 – 2017

NAEROK Group International | Los Angeles, CA

- Coordinated client projects, planning timelines, agency approvals and stakeholder communications.

## SKILLS

Business development · Project management · Client relations · Competitive research · Public records · Excel · Salesforce CRM · Data cleanup · Copywriting · Email and direct mail · Audience segmentation

## EDUCATION

California State University, Los Angeles — B.A., Communications and Media Studies (2013)
Allan Hancock College — A.A., Business Management (2010)