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Pelton and Carter join PROCON

April 16, 2015 - Front Section

Tracey Pelton and Beth Carter have joined PROCON. Pelton as the executive director of business development and marketing and Carter as the marketing manager.

Pelton has over 15 years' of marketing, branding and business development experience, with 12 years' specifically in the construction industry. She brings a background to the PROCON team that includes 6 years at Suffolk Construction SE Division, including receiving the annual Core Value Award in 2006, a broad history of private development experience in client services, as well as design build and construction knowledge. Pelton will be working with PROCON's officers to bring in new business across a variety of market segments, deepen existing relationships and manage the initiatives of our marketing and business development teams.

Pelton graduated from Eckerd College with a Bachelor of Administration degree in Business Management and International Marketing, and a minor in Sociology.

Carter has fast-tracked her collective experience in the construction industry over 15 years' to support multiple departments at PROCON. Her A-Z approach to marketing enhances everything from our graphic design to database implementation. Her resume also includes comprehensive oversight of graphic and web design collaborations, website management and social media promotion. Carter's expertise is strategic to the external and internal branding, event planning, and the collaborative team relations of our company.

Formerly of William A. Berry & Son, she juggled the brand ambassador, event planner and graphics specialist hats as the marketing manager. She is a graduate of Suffolk University with a degree in marketing and management.

New England Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540