

## **Emily Peck, B.A. Business Administration & Spanish, 2018**

*By Cody M. Smith*

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### **Associate Trade Marketing Manager for Latin America, Valvoline's World Headquarters in Lexington, KY**



*"I have always loved other cultures and was intrigued by the potential of incorporating that into my career."*

Emily Peck graduated from the Western Kentucky University in 2018 with a double major in business administration and Spanish. Today, Peck works as an associate trade marketing manager for Latin America, at Valvoline's World Headquarters in Lexington, KY. Peck feels that Spanish plays a big role in her daily professional communication and explains her experience in learning Spanish.

When she began her business administration major, Peck was searching for a way to set herself apart from other potential candidates when applying for jobs. Because she always loved learning about other cultures and was intrigued by the incorporation of it into her career, Spanish was an obvious path for her. During a study abroad experience in Costa Rica where she lived with a host family and made friends with local students, Peck's proficiency and love of language increased. She says that the path can be challenging, but recommends to be fearless in speaking the language! In this way, Peck improved her own Spanish language proficiency. Today, she recommends that students major in language because it can open many valuable doors and opportunities in a future career.

Today, Peck finds herself managing productions, sales contests, and other trade marketing activities for her company's distribution network in Latin American countries including Mexico. She often gets to travel in her career and states that she spends nearly fifty percent of her workday speaking Spanish. Being fluent in Spanish contributes to her colleagues' and clients' trust in her as a respected employee and has

found that it has allowed her to make more connections with clients than her monolingual colleagues. For this reason, Peck wholeheartedly believes that language is a key to solid professional communication and that students who are interested in making themselves even more employable should consider the learning path.

