

Xceleration Media Group® Hires Elizabeth Puckett As Digital Editor

Memphis, TN – Xceleration Media Group® (XcelerationMedia.com), a leading automotive aftermarket multi-channel media company, continues to expand its staff with the hiring of Elizabeth Puckett as Digital Editor.

In her new role with Xceleration Media (XM), Puckett will be responsible for creation, management, and distribution of digital content across XM’s three street websites and social media channels: *Power & Performance News* (PowerPerformanceNews.com), *Street Rod Life* (StreetRodLife.com), and *Gearheads4Life* (Gearheads4Life.com).

Making the announcement Friday, Director of Operations Shawn Brereton said Puckett will fill an important role.



“Xceleration Media has seen tremendous growth in just the last year alone. The digital realm is one of the most important elements for getting our original and curated content out to enthusiasts, and the workload has been tremendous. We needed to expand our capacity in this sector to keep at the forefront, but we needed the right person. I think Elizabeth’s extensive journalistic experience in the automotive industry and digital savvy was tailor-made for the job.”

Puckett is a third-generation gearhead whose passion and tenacity have led to her role in automotive journalism. From the moment she was legally allowed to work, Puckett saved every penny to acquire her dream car – a 1998 LS1 Pontiac Firebird – which she immediately began modifying and racing. At just 19, she got her break, taking a job with Mustangs Unlimited as a Content Development Specialist. Puckett continued to hone her skills while working for Spork Marketing, where she learned the more scientific side of production, navigating the intricacies of SEO, and becoming an online media expert. She was responsible for the idea creation-to-execution of press releases, blog posts, sales page copy, ebooks, whitepapers, and more. At the same time, she was also a regular contributor to many popular aftermarket and performance publications.

Puckett is excited to start her new role with XM, which will marry her skills in digital content creation with her passion for the automotive aftermarket niche.

“I see this as an opportunity to invest a lot more of myself into a developing company. I don't see a skill of mine going to waste here, and I am ready to put all of these things I've picked up on over the years to work for my new team. Be it writing, or marketing, and all the good stuff in between, I am ready to help improve the visibility and growth of our brands.

“The great thing about working in this industry is that we are all like-minded! Whether you are talking about readers, media, or sponsors, this isn't just a casual hobby for us; being a gearhead is a way of life. The beauty of that is, we (the people in the industry) also have so much in common with both our readers and our sponsors right away too.”

Puckett will hit the ground running as she begins her new career with Xceleration Media in June.

About Xceleration Media Group®

Xceleration Media Group® is an automotive focused, multi-channel relationship marketing company at the forefront of today’s changing media landscape. With properties in five major automotive/motorsports segments, Xceleration Media Group® uses a variety of innovative delivery channels to ensure its hard-hitting technical content reaches high-value enthusiasts, racers, and hobbyists. Also visit us online at xcelerationmedia.com or on YouTube at youtube.com/xcelerationmedia.

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