

Bailey hired as People Bank marketing and sales specialist

by [BBJ Staff](#)

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Diana Bailey was recently hired as the marketing and sales specialist at Lynden-based Peoples Bank.

Bailey has more than 10 years experience in marketing, sales, events and retail management. In her new role, she will support the sales and marketing efforts of several of the bank's key business lines.

“We are very happy to have Diana join the marketing team,” Jennifer Hebert, assistant vice president and marketing manager, said in a press release. “She brings to the team years of experience in event management and marketing and shares Peoples Bank’s commitment to local businesses and the greater community.”

Bailey, who has lived in Whatcom County for more than seven years, graduated with honors from New Mexico State University and holds a Certified Graduate Associate and a Certified Green Professional certificate from the National Home Builders Association.

She has also been active in the Whatcom Young Professionals Advisory Council, Opportunity Council, and Northwest Youth Services and recently accepted a position on the Lydia Place Board of Directors. Bailey was recently awarded a Community Partner Award from the Opportunity Council.

When she's not working, Bailey enjoys the outdoors and can often be found golfing and playing outside with her three dogs.