

## SUMMARY

Ambitious marketing professional with strategic and creative campaign development experience, team leadership and corporate public relations skills, seeking a dynamic position where I can apply my 10+ years of marketing, branding and communications expertise to advance corporate brands. With a focus on digital and social marketing, I have proven success in developing, managing and implementing campaign strategies and communication plans across traditional media and emerging channels

## CORE COMPETENCIES

Content/Strategy Development  
 Leadership/Team Management  
 Video Production/Photography  
 Social Media/Email Marketing  
 Digital & Graphic Design  
 New Business Development  
 Event Organization /Execution

## TECHNICAL PROFICIENCIES

Adobe Creative Suite  
 Wix & Wordpress  
 Mailchimp & Hootsuite  
 Google Analytics & SEO  
 Audio/Video/Print Production  
 Photography & 3D Imaging  
 Office 365 & Apple Programs

### HILLCREST DEVELOPMENT | MINNEAPOLIS, MINNESOTA

Director of Marketing: May 2020 - Present

*Sole marketing lead, responsible for the strategic development and creative implementation of integrated multimedia marketing campaigns for Hillcrest Development brand and owned portfolio of properties*

- Develop strategic marketing programs for Hillcrest brand and portfolio of properties with strong principles of segmentation, industry understanding and measurement, including multimedia strategies that communicate the voice of the brands in the market
- Lead the company's broad content strategy to ensure execution of relevant content with a strong, informed point of view across channels, analyzed analytics audits to improve performance
- Design and develop custom branded property websites for premiere properties in portfolio
  - Ensure websites were optimized for SEO and optimal mobile user experience
  - Implement latest technology including photography, animation, virtual tours, drone and video
- Create creative content marketing and campaign strategy across communication channels
  - Generate interactive broker email campaigns sent for 6-8 properties and optimize each week
  - Produce printed materials, brochures, fliers, mailers, case studies and tenant signage
  - Write press releases, pitch stories and design/write paid advertising campaigns
- Collaborate with leadership on the development of Hillcrest identity and brand voice in the marketplace through social media channels- LinkedIn and Twitter
  - Increase awareness of brand on both platforms +200%
  - Prepare and present analytic measurements, metrics, and key performance indicators reports and results to Hillcrest leadership, as well as optimization strategy and next steps
- Maintain paid media on listing sites, CoStar, LoopNet, MNCAR (Catalist) to ensure all promotional media, floor plans and vacancies were constantly updated and optimized for SEO
- Establish brand for philanthropic and investment arms of Hillcrest Development- Capitol Acceptance Corporation and Tankenoff Families Foundation

### COLLIERS INTERNATIONAL | MINNETONKA, MINNESOTA

Director of Marketing & Communications: October 2019 - April 2020  
 PR and Content Manager: August 2017 - October 2019

*Led a team of four in the strategic development, creative execution, timeline and budget management of multi-channel marketing campaigns and new business RFPs aimed at advancing leasing and investment sales for Colliers' brokerage department*

- Developed strategic marketing initiatives for high profile office, retail and industrial properties, which included leading art direction and copy writing, print and website development, social media content, public relations, award nominations, event planning and budget management
- Secured high-profile new business wins, through the creation and presentation of RFP proposal materials which included unique digital & website presentations, video and print responses
- Maximized Colliers MSP's relationships with industry organizations and publications through strategic local and national awards, paid advertising, sponsorships, speaking engagements, educational workshops, conferences, trade shows, social media and targeted events
- Responsible for planning and executing all internal and external company events, meetings and presentations as an integral member of leadership and culture teams, as well as developed weekly internal newsletters synergizing transactional wins and company culture to inspire employee engagement and community involvement
- Launched a rebranded social media marketing program for Colliers MN brand that drove 20% engagement increase on Twitter and LinkedIn through development of engaging content while highlighting company wins, research reports, white papers, staff awards, press and industry news/trends. Also launched, managed and created content for the @ColliersMSP Instagram account resulting in over 600 followers within year one
- Increased earned media mentions by 26% year-over-year through cultivating trusted relationships with media contacts and rapidly developing deep subject matter expertise through authoring blog posts, thought leadership articles and press releases, frequently published in local and national publications and blogs

## EDUCATION

### ST. CATHERINE UNIVERSITY

BA: English | Writing  
Women's Studies

### MIAMI AD SCHOOL

Graduate Coursework  
Copy Writing & Graphic Design

## FREELANCE & VOLUNTEER

### FASHION WEEK MN

Producer, Designer  
& Ambassador

### LONGFELLOW COMMUNITY COUNCIL

Member & Graphic Designer

### LYNETTE FOR SLP

Graphic Designer &  
Web Developer

### TWIN CITIES RELIEF INITIATIVE

Volunteer & Graphic Designer

### FINANCE & COMMERCE

Special Events Script Writer

### BRIGHTER DAYS GRIEF CENTER

Grief Counselor  
Fundraising & Marketing

### ICA FOOD SHELF

Events Coordinator  
Fundraising & Marketing

## LANGUAGES

### SPANISH

Intermediate Proficiency

## LATINWORKS | AUSTIN, TEXAS

Account Supervisor: July 2015 - August 2017  
Senior Account Executive: September 2014 - July 2015  
Account Executive: March 2013 - September 2014

*Client services agency lead for brands: Post Consumer Brands, Target, Starbucks | Frappuccino & Doubleshot, Jack Daniels and PepsiCo | Mountain Dew. Responsible for cultivating client relationships, planning and executing multimedia, multi-million dollar, Spanish and bilingual content strategies, leading creative and strategy teams to campaign completion, managing vendor, press and media accounts and analyzing annual results metrics for optimization of creative advertising campaigns targeting Hispanic market consumers*

- Drove 20% increase in earned impressions in the first six months of social media strategy execution for Post Consumer Brands, Honey Bunches of Oats. Managed celebrity sports partnerships, sweepstakes and original content production on bilingual social channels
- Developed successful Hispanic marketing plans for all PepsiCo. brands based on strategic insight garnered through focus groups, ethnographic research, CRM data and link testing, to create effective advertising and media strategies, ensuring brand message and budget alignment
- Responsible for growing the agency's PepsiCo. portfolio by 50% through winning Starbucks as a new client through PepsiCo. relationship. Subsequently managed, organized and executed regional Hispanic event marketing and influencer programs for Frappuccino and Doubleshot Energy and launched Frappuccino internationally in targeted Latin American countries through the development of a media tool kit
- Implemented integrated, experiential advertising campaigns and multi-channel media plans for the Mountain Dew Hispanic target in under-performing markets. The three-year campaign resulted in 25% overall business growth year one in Houston, followed by 11% growth in subsequent markets
- Managed the launch of Jack Daniels' first-ever Hispanic marketing campaign targeting multicultural consumers through experiential on/off premise events and event sponsorship, social media and influencer marketing, as well as print and digital campaign implementation
- Ran the agency internship program, managed 10 interns, while supervising four direct reports, on up to four accounts and was also an integral member of the new business and internal culture teams

## ALMA DDB | MIAMI, FLORIDA

Account Executive: January 2012 - August 2012  
Intern Account Coordinator: September 2011 - December 2011

*Managed all co-op advertising initiatives for Florida tourism account, VISIT FLORIDA and Convention and Visitors Bureaus (CVB) in over fifteen cities throughout Florida implementing multimedia brand and co-op marketing initiatives to drive visitation regionally and nationally*

- Coordinated Google Ad Network CVB co-op digital advertising program, involving the management of hundreds of digital media elements for a dozen Florida CVB's and attractions as well as developed an Orbitz and VISIT FLORIDA geo-targeted, weather-triggered digital takeover program