

QUALIFICATION HIGHLIGHTS

Areas of Expertise

Project Management

Budget Planning & Management

Project Analysis & Performance Reporting

Global & Regional Market Analysis

Strategic Planning & Growth Strategies

SWOT Assessment

C-Level Collaboration & Reporting

Business Development

Networking

RFP Process & Submissions

Professional Affiliations

Commercial Real Estate Women (CREW)
2019 to Present

Commercial Real Estate Development Association (NAIOP)
2018 to Present

Urban Land Institute (ULI)
2009 to Present
Young Leaders Group
2010 to 2013

Society of Marketing Professional Services (SMPS)
2008 to 2013
Director-at-Large, Programs
2009 to 2010

SUMMARY OF QUALIFICATIONS

Brings 13 years of experience in the design and construction industry and a working knowledge of the development process from site feasibility to certificate of occupation across a range of commercial project types and scales. Strategic networker who builds and keeps the collaborative trust of C-level leadership.

WORK EXPERIENCE

Moss Adams, Regional Marketing Manager, Seattle, WA – 02/2018 to Present

Transitional role to afford time for the graduate school preparation and acquire valuable perspective of business operations with responsibility for planning, budgeting, and execution of integrated marketing programs for CPA firm's activities across nine locations in Washington and Oregon.

- Oversee and evaluate hosted events, sponsorships, advertising, and PR
- Manage Voice of the Customer and other Client Experience programs
- Collaborate with sales and business development executives to support growth initiatives and ensure marketing and sales alignment

NBBJ, Commercial Marketing Manager, Seattle, WA – 06/2014 to 02/2018

Managed a multimillion-dollar marketing budget and led international pursuit teams for a global commercial architecture firm with nine offices.

- Facilitated 25% increase in annual revenue growth over three years by leveraging national and global client relationships
- Improved marketing process efficiencies to reduce project pursuit cost-to-capture rate by 5%
- Developed one-, three-, and five-year strategic marketing plans with identification of growth opportunities and market differentiators
- Formalized the budgeting process and developed tracking systems to monitor and assess sales, marketing, and project performance

ADDITIONAL EXPERIENCE

CallisonRTKL, Marketing Manager, Seattle, WA – 03/2013 to 05/2014

Managed business development and marketing initiatives for global architecture firm including a new sales pipeline, refined brand standards, market research, targeted marketing content, events and conferences.

HMC Architects, Marketing Manager, Los Angeles, CA – 02/2011 to 04/2013

Managed marketing and business development for mid-sized architecture firm with monthly strategy sessions, oversight of collateral production, trends analysis, team coaching, and client development planning.

Sussman/Prejza & Co., Director of Business Development, Los Angeles, CA – 07/2006 to 04/2011

Fortified business development and marketing initiatives for multi-disciplinary boutique graphic design firm to prioritize tactical activities, cultivate business relationships, launch new website and blog, and prepare and present project, finance, and trends reports.

EDUCATION

MS in Real Estate

University of Washington, Fall 2019 through Spring 2021, anticipated

BFA in Visual Media / Certificate in Business Management

Rochester Institute of Technology, College of Imaging Arts & Sciences