

# Noreen James

Developer and producer of result-driven campaigns with consistent growth outcome.

Noreen James

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## QUALIFICATIONS AT-A-GLANCE

### Technical

- Data Analytics, Strategies & Reporting
- Social Media Campaign Development & Management
- Digital Omni-Media Management
- Digital Integrated Marketing
- Photoshop & Illustrator
- Office & Google Suites
- CRM & Sales Programs
- E-Commerce Platform Analysis

### Professional

- Start-Up
- Retail Marketing
- Growth Marketing
- Experiential Marketing
- Partnership & Sponsorship Marketing
- Branding
- Lead & Demand Generation
- Loyalty Program Development & Management
- P&L Management
- Collaborative Leadership

### Personal

- Effective Communicator
- Coaching & Mentoring
- Agile & Responsive
- Strategic Mindset
- Win-Win Approach
- Thrive in Fast-Paced Environment
- Creative Operational Solutions
- Analytical
- Quick Learner & Adaptive

## EMPLOYMENT HISTORY

### Marketing Director, Two First Names – Antioch, CA

11/1/17 – Current

Start-up, growth, retention and experiential marketing consulting for businesses and private entities. Projects include but not limited to producing and delivering proven strategic marketing plans, branding, data analytics, team development and management, major public and private events, integrative digital campaign development and management for omni-media such as social media and paid ads, etc., as well as creative direction and production. *Successfully launched 2 local small businesses and increased program attendance from estimated 6,000 to 14,000 in project one, and from 25,000 to 70,000 in project two strictly from social media and limited budget digital campaign.*

### Head of Marketing and Operations, Containerizeit – Pacifica, CA

09/1/20 – 3/15/2021

Focused on the start-up; development and launch including but not limited to business plan, strategic marketing, source funding, branding, collateral development, networking, people asset management, etc.

### Sr. Marketing Manager, Legacy Development - Brentwood, CA

03/2014 – 9/2017

Successfully developed and managed a branded and integrative digital presence for the shopping center that focused on experiential marketing through concentration of multiple social media platforms. Directed the development and maintenance of the shopping center website, and dedicated landing pages for specific campaign for metric purposes. *Innovatively elevated the local attraction to reach a 50-mile radius and dedicated the shopping center as the attraction information hub and dining destination which resulted in +10% in asset sales performance.*

### Marketing Manager, Macerich / Spinoso - Antioch, CA

07/2012 – 03/2014

Developed localized content for bi-weekly eblasts and updated website and social media contents for the asset. Focused on heavily promoting campaign through social media and email blasts in conjunction with a tightened community partnership to promote authenticity of digital content. Partnered with the Legaspi Group to successfully integrate our Hispanic market. *Retail shopping performance improved by average of 35%.*

### General Manager, UDR Inc. - Concord, CA

09/2011 – 03/2012

Managed the YARDI CRM on a daily basis at a center level along with social media and Craigs List contents to promote the asset. Business management, including financials, data-driven operations and marketing. Led a team of 4. Increase asset value through entrepreneurial marketing in preparation for sale within three to five years. Oversaw the daily operations and department teams of a 130-unit property. *Increased the asset value by a minimum of \$1,200,000 in less than 1 year.*

## EDUCATION

**Bachelor of Science in Business Management** - Fashion Institute of Design and Merchandising (FIDM – SF)

**Associate of the Arts in Fashion Design** - Fashion Institute of Design and Merchandising (FIDM – LA)

## CERTIFICATIONS & MEMBERSHIPS

- International Council of Shopping Centers (ICSC) Member - Since 2015
- American Marketing Association (AMA): Professional Certified Marketer of Marketing Management – Coming Soon