

Noreen James

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

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📞 925.580.6191

✉️ noreenjames@comcast.net

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To provide you with an agile and effective marketing director that has comprehensive knowledge and experience in various segments of retail, service, manufacturing, as well as in commercial and multi-unit real estate industries. Someone who is entrepreneurial by nature, and strongly believe interdepartmental cohesion through kindred work-ethics and solid embrace of the brand's culture to succeed.

QUALIFICATIONS AT-A-GLANCE

Marketing

- Product & Asset Branding
- Public Relations
- Campaign Development
- Digital Presence/Reach
- Events
- Sales
- Media Buys
- Demand Generation
- Customer Service Training & Management

Technology

- Social Media Development & Programs
- Gift Card eCommerce
- SEO, SEM
- Omni Digital Media Buys
- Demand Generation
- Data Analytics
- System Acquisitions
- CRM & Sales Programs
- Website Development

Management

- Start-Up
- Operations
- Strategic Positioning
- Financials
- ICSC Member
- P&L
- Team Development, Coaching, & Mentoring
- Agile & Responsive
- Entrepreneurial

Production

- Supply Chain Logistics
- Research & Development
- Aesthetic Design
- Technical Design
- Prototype
- Packaging
- Creative Development & Management
- Coordination

DETAILED SKILLS

Marketing

Critical areas of experience and skills in Marketing; including but not limited to:

- Marketing budget and proforma development and management
- Data-based strategic marketing plan development and implementation focused on ROI for the following:
 - Firms
 - Brands
 - Products
 - Services
- Oversee the development and implementation of supporting marketing collateral such as:
 - Branding – Aesthetics and consistent visual communication
 - Print – Magazine, newspaper, flyers, direct mails, etc.,
 - Digital – Website, static and dynamic digital ads, consistent social media visual communication, partner site presence, etc.
 - Audio – Radio, satellite, podcast, etc.,
 - Video – Television and digital
- Strategic communication placements such as:
 - Public relations – positive announcements and crisis management
 - Advertising – Both in traditional and digital mediums
 - Social media presence
 - Website - Comprehensive yet easy to navigate

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- Partnerships and Sponsorships
 - Program sponsorships
 - Partnership programs
 - Media sales programs
 - Licensing programs
- Media Buys
 - Bid collection and reach comparison
 - Traditional mediums – Television, radio, satellite, newspaper, magazine, direct mail, etc.
 - Digital medium – Static and dynamic ads, and social media, etc.
- Ancillary Sales
 - Sponsorship programs
 - Media buy programs
 - Partnership programs
 - Community relations
- Start-Up
 - Data-based strategic marketing plan development and implementation focused on sustainable rapid growth within the first three years
 - ✓ Solid and aggressive brand messaging
- Product Launch
 - Data-based strategic product launch campaign focused on measurable efforts in short and long-term periods
- Lead Generation
 - Data-based acute target marketing to produce results based on revenue goals
- e-Commerce for gift card program sales
 - Development and implementation of strategic marketing plan for sales generation with B2C and B2B audience/customers
 - Roll-out of logistics coordination and management
- Events
 - Development, planning, execution, coordination, and management of all strategic events supporting current campaigns
 - Events during key shopping seasons or periods
 - Festival production and management
 - Experiential production and management
- Digital Marketing Management
 - Strategic, geo-fenced advertising
 - Application of the latest most cost-effective technological practices
 - Social media management programs
 - Data analytics, interpretation and opportunity spotting
- Contracted Vendor Management
 - Direct partnership with the advertising team
 - Direct the development and implementation of branded campaign collateral from concept, to visuals, to omni-media buy and distribution, to measurement, etc.
 - Coordinate all media contact and ensure that the company consistently gets print and digital coverage
 - Direct partnership with the public relations team, and direct the development and implementation of the branded crisis management program

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- Maintain editorial control on all marketing and public relations collateral that is released on behalf of the company
- Strategic public relations that leverages the asset or brand
- General shopping center marketing - Retail
 - Position the asset in better footing than the local and comparable market competition throughout the year, exploiting the key shopping seasons such back-to-school, and Holiday, etc.
 - Increase shopping center traffic
 - Increase overall sales per square foot
 - Provide and support 1-off programs to improve specific low-performing merchant or key program(s), etc.
- Leasing support marketing
 - Ensuring that every effort leverage Leasing's goals and objectives that includes but not limited to:
 - ✓ High occupancy
 - ✓ Property's physical and brand appeal
 - ✓ Branded marketing collateral (asset portfolio)
- Direct, sales impact programs.
 - Retail/Restaurant client support
 - One-off support
 - Monthly performance tracking and analysis.
- Asset value improvement programs for owners, investors, partners, clients, and consumers through any trackable marketing endeavors with ROI in mind to leverage and achieve and exceed asset goals.
 - Asset appeal improvements
 - Development and execution of 3-year ROI worthy enhancements
- Team Development and Management
 - Collaborative management style where everyone is accountable in all aspects, for the benefit of the asset and team
 - Leading a team of 4 – 11, establishing realistic goals and objectives, directly influencing overall property goals for each team group and members
 - Performed coaching as needed and conducted quarterly formal and informal goals/performance evaluations.
- Data Analytics
 - Data collection
 - Data analysis

Business Management

General Manager for private and REIT assets, who specializes in cohesive team collaboration, streamlined processes, liability control, and high asset performance with high return.

Critical areas of experience and skills in the retail commercial property management; includes but not limited to the following:

- Strategic Planning, Implementation and Practices.
 - Developing and implementing a strategic management plan and proforma for assigned asset based on its core challenges, potentials, and REIT/Owner goals and mandate
 - Operations focused on sustainability in people, property, planet, partners, and profit

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- Inspect property and equipment to determine extent of service and equipment required with facilities/maintenance manager
 - Making fact-based recommendations, oversee the development and coordination of projects that enhance the value of the asset
 - Partnered with chief engineer/maintenance manager in budget preparation and re-alignment
 - Delegating duties to appropriate strength and talent for maintenance, repair, or renovation
 - Obtaining competitive bids and hiring for additional work from outside contractor to ensure high quality and cost-effective services
 - Overseeing asset improvement projects
- Financials
 - Prepared final proforma and budget and its administration.
 - Reviewed and/or prepared financial statements and monthly reports such as P&L, ROI, NOI, occupancy rates and dates of expiration of leases, etc.
 - Guided and collaborated with Assistant Manager responsible for bookkeeping functions, collection and legal processes.
 - CPI increases, escalations, recoveries, and special, etc.
 - the appropriate digital medium to communicate the brand to its target consumers

COMPANY/BRAND HISTORY

Marketing Director, Two First Names – Antioch, CA

11/1/17 – Current

Improved performance for several local businesses, and major events.

Head of Marketing and Operations, Containerizelt – Pacifica, CA

09/1/20 – 3/15/21

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. Set to launch in March 2021.

Sr. Marketing Manager, Legacy Development - Brentwood, CA

03/2014 – 9/2017

Sold the property in 3 years and elevated the Brentwood UPick local attraction to reach a 50-mile radius and increased its attendance by over 30% in the first year of campaign with an average of 11% annual growth.

Marketing Manager, Macerich / Spinoso - Antioch, CA

07/2012 – 03/2014

Sold the property in less than 2 years.

General Manager, UDR Inc. - Concord, CA

09/2011 – 03/2012

Sold the property in less than 1 year.

Property Manager, Norman Jacobson Inc, Martinez, CA

08/2010 – 09/2011

Streamlined and created standardized practices.

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Marketing/Leasing Manager, Sequoia Equities - Pittsburg, CA 05/2006 – 10/2009

Trained and cultivated staff for advancement as well as secured large accounts.

Marketing Coordinator, Taubman / The Mills - Pleasanton, CA 02/2001 – 05/2006

Launched and managed major marketing and ancillary income programs.

Leasing Consultant, Shea Properties - Fremont, CA 1999 - 2001

Highest closing ratio in the company.

Designer/Project Manager, 11 (Eleven) - Van Nuys, CA 1992 - 1999

Developed from a hobby to a lucrative business

EDUCATION

Bachelor of Science in Business Management

Fashion Institute of Design and Merchandising (FIDM – SF)

Areas of Study: Entrepreneurship, Marketing, Statistics, Accounting, Analysis, Strategies, Internal and External Sustainability, Business Law, Supply Chain Management, Global Operations, Global Marketing, Business Ethics, and Leadership.

Associate of the Arts Degree in Fashion Design

Fashion Institute of Design and Merchandising (FIDM – LA)

Areas of Study: Entrepreneurship/Business Management, Marketing, Design, Merchandising, Manufacturing, Supply Chain, CAD, Textile Design, History of Costume, and Trending.

CERTIFICATION & MEMBERSHIPS

ICSC Member Since 2015

International Council of Shopping Centers

ICSC Certification Coming Soon

International Council of Shopping Centers

AMA: PCM Marketing Management Certification Coming Soon

American Marketing Association: Professional Certified Marketer – Marketing Management