

# CHRISTINE HALL – MIRM, CSP, CMD, ATM

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## MARKETING EXECUTIVE with AWARD WINNING EXPERIENCE

Strategist | Influencer | Visionary Leader | Team Builder

### CORE COMPETENCIES

- Results Driven Innovative Solutions
  - Strategic Market Analysis and Planning
  - Data Driven, Integrated Marketing Plans
  - Effective Communicator – Internal and External
  - Team and Consensus Building
  - Leading Teams to Success
  - Speaking, Presenting, and Meeting Facilitation
  - Digital: SEO, SEM, Website, Drip Campaigns
  - CRM and Marketing Automation
  - Analytics, Data Performance, Report Preparation
  - Brand Development and Management
  - Special Event Creation and Management
  - Media Strategy and Campaign Management
- ✓ **Seasoned executive** with award-winning recognition in marketing, management and leadership.
  - ✓ **Performance driven** team builder with a reputation for achieving goals and increasing profitability.
  - ✓ **Proficient at creating and leading marketing strategies** that leverage unique tactics and innovative solutions for results.
  - ✓ **Dynamic charismatic leader** adept at engaging participants to build strong teams and consensus.
  - ✓ **Excellent strategic communication and partnership** with leadership, team members and other related parties.
  - ✓ **Visionary, innovative thinker and creative solution developer.**
  - ✓ **Excel at ground-up development** with start-up mindset in both new and existing projects.
  - ✓ **Mentor, coach and teach** team members to succeed.
  - ✓ **Published author**, content writer.

## CAREER ACCOMPLISHMENTS

- **Senior Living** – Lead the re-brand of a 100-year-old not-for-profit organization, implementing extensive research resulting in a new logo, tag line, key messages, website, ads, PR, collaterals, signage, and employee engagement tools and rewards.
- **Senior Living** – Spearheaded a digital marketing transformation of the organization, including a comprehensive set of digital strategies and tools, SEO, SEM, website optimization, marketing automation, auto chat, reputation management, etc.
- **Active Adult Community** – Established the brand and implemented numerous marketing initiatives for a 1,500 home Active Adult community simultaneously with a separate initiative to market a 600-home conventional community.
- **Master Planned Community** – Created and launched the brand and marketing for a 3,200-acre community including managing the sales center, sales team and Realtor sales teams, all advertising and PR, collaborating with city officials, residents, Realtors, journalists and the community's Homeowner's Association team.
- **Senior Living** – Designed and implemented successful pre-marketing and grand opening events for 100,000 square feet of new living space resulting in full occupancy eight months before projections.
- **Toastmasters International** – District Governor overseeing a leadership team of 30, 250 club officers and 60 clubs in Western WA. Won Toastmasters International *"Top 5 Club Membership Drive"* out of 9,500 clubs: 3-years consecutively.

## EDUCATION and CERTIFICATIONS

B.A.	Communications, emphasis Consumer Behavior	University of Washington - Seattle
MIRM	Masters in Residential Marketing	National Association of Home Builders
CSP	Certified New Home Sales Professional	National Association of Home Builders
CMD	Certified Marketing Director	International Council of Shopping Centers
ATM	Advanced Toastmasters	Toastmasters International
AL	Advanced Leader	Toastmasters International
LF	Leadership Fellow, Leadership Coach	Leading Age Washington

## PROFESSIONAL EXPERIENCE

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- **Franke Tobey Jones Senior Living, Senior Director of Marketing and PR**  
A 100-year-old organization that employs 170 people and serves 220 residents and seniors in the Tacoma area.
  - Serve on the Sr. Management Team that oversees operations of the community and reports to the Board of Directors.
  - Create and implement annual award-winning sales and marketing plans and budgets.
  - Lead team of local and remote consultants to rebrand the organization, and to transition to data driven marketing.
    - **RESULTS:** 110% increase in new resident applications, 100% increase in new admissions, 300% increase in qualified leads, an inquiry to tour conversion rate of 105% (15% national average), increased monthly website visits by 60%, 160 people on a growing waitlist. Compared to 1,500 communities in the U.S., Franke Tobey Jones now produces 65% more inquires, 475% more tours and more sales. In total, 12 state-wide marketing awards have been won.
  - Created and implemented successful pre-marketing and grand opening events for 100,000 square feet of new living space. **RESULTS:** 100% occupancy eight months earlier than projections.
- **Jenamar Communities, Vice President of Marketing**  
Jubilee, a 1,500 home Active Adult Community, and Edgewater, a 600 home conventional home community, in Lacey, WA.
  - Served on the Jenamar Executive Team and participated in nearly all decisions for Jubilee and Edgewater communities as they were being developed and built, including all infrastructure, homes and community amenities.
  - Developed annual award-winning sales and marketing plans and budgets.
  - Led all marketing initiatives, advertising, PR, special events, signage, Realtor engagement, website, collaterals, etc.
    - **RESULTS:** Home sales 20% over projection, nine marketing awards, national, state and local news coverage that produced exceptional awareness of the brand in Washington State and beyond, 4,000 unique monthly website visitors (five times greater than any other communities in Western Washington).
- **Weyerhaeuser Real Estate Company, Director of Marketing**  
Northwest Landing (NWL), a 3,200-acre master planned community in DuPont, WA.
  - Served on the NWL Development Team that designed all community infrastructure, residential and commercial building and amenities, and designed/implemented award winning sales/marketing plans, programs and budgets.
  - Collaborated with all constituencies, ad and PR agencies, media, designers, website creators, Realtors, City leaders, etc.
    - **RESULTS:** One of the most successful new home communities in WA State, 1,500 home sales, 10 state and national marketing awards, transformed the Welcome Center into a high-performing Sales Center which dramatically increased sales for all NWL home builders, generated thousands of dollars in local, state and national news coverage.
- **Regional Shopping Centers (each one million square feet+), Director of Marketing**
  - Served on the management teams of six regional shopping centers in four states, reported to the Board of Directors.
  - Coordinated sales and marketing efforts with hundreds of mall merchants, department stores and their home offices.
  - Wrote and implemented awarding winning marketing plans, and coordinated and implemented over 700 special events.
  - Implemented all advertising and media buys: print, radio, TV, direct mail, catalogs, PR, website, signage.
    - **RESULTS:** Consistently increased sales and won over 20 local, state and international awards for outstanding creativity and sales achievements.
  - Served as the Annual Conference Chairperson three years in a row for an 800-employee shopping center company. Coordinated every conference detail including the venue, theme, speakers, food, award ceremony, outings, fun night, etc.
- **Toastmaster International (volunteer positions in District 32 – Western Washington)**
  - **District Governor** – Led and inspired a volunteer district leadership team of 30 Toastmaster members, 250 club officers across 60 clubs. **RESULTS:** “*Select-Distinguished District*” placing #9 out of 85 Districts worldwide.
  - **Lt. Governor of Education and Training** – Helped lead the district (60 clubs and 2,500 members) in education and leadership goals. **RESULTS:** Placed #4 out of 85 Districts worldwide. Earned Excellence in Education & Training Award.
  - **Toastmasters International “Top 5 Club Membership Drive” Award** – Created innovative, fun membership drives that inspired club members to participate. **RESULTS:** Won this award three times for outstanding club membership growth, out of approximately 9,500 Clubs worldwide.
- **Junior Achievement – Program Administrator and Board of Directors (volunteer positions)**  
Served on three Junior Achievement (JA) Board of Directors in Utah, oversaw and led all three JA programs (Student Company Program, Business Basics and Applied Economics) in Ogden, Utah.
  - Trained 50 business executives on how to guide JA club operations, planned trade fairs, award banquets and more.
    - **RESULTS:** Produced a 40% increase in program growth and greater business participation.