

CHRISTINE HALL

MIRM, CSP, CMD, ATM

SENIOR MARKETING STRATEGIST AND COMMUNICATION SPECIALIST

CONTACT

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EDUCATION

B.A. COMMUNICATIONS
University of Washington, Seattle

**MIRM - MASTERS IN
RESIDENTIAL MARKETING**

**CSP - CERTIFIED NEW HOME
SALES PROFESSIONAL**

**ADVANCED SPEAKING AND
LEADERSHIP DESIGNATIONS**

SKILLS

- Strategic marketing plan creation
- Budget development
- Start-up marketing
- Brand development/management
- Data driven marketing
- Digital, SEO, SEM, email marketing
- Customer journey/lead nurturing
- Customer Relationship Management- CRM
- Marketing automation
- Engaging content creation
- Advertising, media planning, PR
- Special event creation
- Effective communication
- Team leadership and collaboration
- Creative solutions

SUMMARY

- **Award-winning Marketing Strategist** with 20+ years' experience.
- **Deep expertise developing strategic marketing plans, budgets and creative solutions** that produce results against key metrics.
- **Provide strong leadership** in data driven marketing, branding, increasing qualified leads and sales, producing strong conversion ratios and creating media interest.
- **Champion an integrated and consistent holistic customer journey** across all touchpoints that provides an exceptional customer experience, increased sales and retention.

EXPERIENCE

**AN ACCOMPLISHED SENIOR MARKETING
STRATEGIST THAT CREATES AND EXECUTES
MARKETING PLANS THAT MEET OR EXCEED
GOALS AND EXPECTATIONS.**

- Developed and implemented the sales and marketing program for a brand new 3,200-acre master planned community resulting in 1,500 home sales, thousands of dollars in free local, state and national press and ten marketing awards.
- Created and implemented all marketing, brand and PR initiatives from start-up for Jubilee, an Active Adult community selling 600 homes, garnering national, state and local press and home sales 20% over projection.
- Completely updated a Senior Living community's brand and transformed the marketing program into a data driven, lead and sales generating organization via a full digital platform resulting in a 300% increase in qualified leads, an inquiry to tour conversion rate of 105%, a 97% occupancy and 12 marketing awards.
- Whether building a brand from the ground up or leveraging an existing brand, have effectively used knowledge and experience in today's digital platforms for market presence and leadership as key to business success.

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EXPERIENCE

- Spearheaded a brand team to rebrand and reposition a stale, nearly 90-year-old, legacy brand. Implemented extensive customer research to develop a new logo, tag line, key messages, website, ads, PR, collaterals, signage and employee engagement tools. **Results: Total reengagement in the brand. Increased new resident applications by 110% and new admissions by 100%.**
- Identified trade partners and led the transition of community's marketing efforts to a data driven, strategic lead and sales generating organization via a full digital platform. **Results: 300% increase in qualified leads, an inquiry to tour conversion rate of 105% (15% national average) and 97% occupancy.**
- Lead efforts with website and SEO/SEM companies to reengineer the static website into an interactive site focused on lead conversion. Thoroughly optimized the site. Added conversion tools, prospect surveys, videos, floor plans, tracking phone numbers and auto chat. Integrated website with digital ads and marketing automation platform for a smooth customer journey. **Results: Increased monthly website visits by 60% and qualified digital leads by 300%.**
- Researched and guided sales and marketing teams in CRM platform conversion and integration. **Results: A complete marketing and sales team buy-in because of ease of use. After one year, compared to 1,500 communities in the U.S. using this CRM, this community produces 65% more inquiries, 475% more tours and above average sales even with very little inventory available.**
- Identified new marketing automation platform. **Results: Created and implemented lead nurturing campaigns, e-newsletters, eblasts, call tracking and automated review requests.**
- Created a website program during the Pandemic called "Buy Now, Move Later" allowing prospects to view videos of available apartments, download application, complete paperwork online and move in when they felt safe, all promoted with a full digital component. **Results: When the Pandemic restrictions ended, this Senior Living community was one of the first in the State and Country to achieve (and exceed) pre-Pandemic occupancy.**
- From start-up, developed a residential sales and marketing program for a 3,200-acre master planned community. **Results: During development, it was known as one of the most successful in WA State.**
- Created annual strategic marketing plans-budgets for master planned community. Implemented all advertising (print, digital, direct mail, radio, TV, magazine), public relations, collaterals, website, newsletters, sales events, Realtor events and community events to drive leads and sales. Collaborated with city officials, residents, Realtors, media vendors, journalists, ad and PR agencies. **Results: Thousands of dollars in free local, state and national news coverage, 1,500 home sales and ten marketing awards. Saved the company \$250,000 by combining media buy with two other communities.**
- Provided strong leadership with on-site competing home builders' sales teams at master planned community - a very unusual program. **Results: A collaborative, high-performance sales team which consistently surpassed aggressive sales goals.**
- Managed the master planned community's Community Marketing Center and staff. Helped transform operation into a high-performing, prospect qualifying, lead generating Center. **Results: Increased sales dramatically for all home builders on site.**
- From start-up, created and implemented all marketing, brand and PR initiatives for Jubilee, a 1,500 home, Active Adult community including the grand opening of the Sales and Design Plaza (9 model homes and a design center), a 26,000 square foot community center, three parks, tennis pavilion and a three-mile nature trail to one mile of beach-front property.
 - Coordinated and helped design all marketing efforts: advertising (TV, radio, direct mail, website, newspaper, magazine), signage, special events, Realtor events, press releases, media kits, e-blasts and all collateral.
 - **Results: National, state and local news coverage, 4,000 unique monthly website visitors (five times greater than any other community in W. Washington), and 20 to 25 home sales per month, 20% over projection.**

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COMPANIES

2009 – Present:

Franke Tobey Senior Living Community - Tacoma, WA
SENIOR DIRECTOR OF MARKETING AND PUBLIC RELATIONS

2004-2009:

Jenamar Communities

VICE PRESIDENT OF MARKETING, Jubilee (active adult community 55+), Lacey, WA and Los Lunas, NM
VICE PRESIDENT OF MARKETING, Edgewater Community, Lacey, WA

2003:

Toastmasters International

2003 **DISTRICT GOVERNOR** overseeing 60 clubs, leadership team of 30 and 250 club officers in WA

1996-2002:

Toastmasters International: Served in various roles - District Governor of Education and Training, Area Governor, Club President and more

1994 – 2002:

Weyerhaeuser Real Estate Company, DuPont, WA
DIRECTOR OF MARKETING, Northwest Landing 3,200-acre Mixed Use Master Planned Community

CURRENT PROFESSIONAL ACTIVITIES

- **Leading Age Washington**
 - Chairperson – Statewide Sales and Marketing Council
 - Creator and Leader – Statewide Sales and Marketing Awards Program
 - Coach – Leadership Institute
- **University of Washington Alumni Association**
Member
- **Northwest Repertory Singers**
Charter Member (2001)

EXPERIENCE, CONT.

- From start-up, designed marketing program for Edgewater, a 600-home community, including designing two model home parks, several decorated models, advertising, website, TV and print ads, collaterals, signage press release and events.
- Opened 100,000 square feet of new living space (Care Center and a luxury apartment building). Created and implemented successful pre-marketing and grand opening events. **Results: Filled the apartment building and memory care eight months before projections. With consistent marketing, occupancy has remained nearly 100% for four years.**
- Teamed and unified five departments at a Senior Living community for eight years to strengthen collaboration, share goals and accomplishments and increase team spirit. **Results: Increased employee and customer (resident) satisfaction.**
- Developed and championed employee “branded” engagement model, “My Team Member Promise,” leveraged as an on-boarding and on-going tool to influence how employees engage with residents and each other. Also created and instituted the “Tobey Award of Excellence” award - where team members, residents and family members can nominate employees who have demonstrated living the brand. **Results: Team members are consistently rewarded for their efforts.**
- Initiated and cultivated first of its kind, multi-Senior Living community educational marketing event. Because of its popularity, this event has been held twice a year for eight years. **Results: Toured over 1,200 prospects and improved the perception of “retirement living.” It also won a state-wide award.**
- Planned and implemented over **700 hundred large-scale events/promotions that generated measurable increased lead generation and sales.**
- **Won over 30 local, national and international awards for outstanding creativity, marketing and sales achievement.**

Accomplished classical choral music singer with an 800 song repertoire including 46 major works. Have sung throughout the US and abroad.