

CHRISTINE HALL — MIRM, CSP, CMD, ATM

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SENIOR MARKETING STRATEGIST & COMMUNICATION SPECIALIST

[Data Driven Marketing Plans](#) | [Visionary](#) | [Innovative Thinker](#) | [Creative Solutions](#) | [Team Builder](#) | [Senior Leader](#)

CORE COMPETENCIES

- Data Driven, Integrated Marketing Plans
- Digital: SEO, SEM, Website, Email, Drip Campaigns
- Content across broad audiences and platforms
- Lead Nurturing, CRM and Marketing Automation
- Communication Plans – Internal and External
- Budget Development and Control
- Onsite and Remote Team Management
- Analytics, Data Performance, Report Preparation
- Brand Development and Management
- Creative Solutions
- Advertising, Collaterals, Signage, Public Relations
- Media Strategy
- Special Event Creation and Management
- Speaking, Presenting and Meeting Facilitation

- ✓ **Seasoned professional** with a successful long-standing record in sales, marketing, management and leadership.
- ✓ **Performance driven** team player with a reputation for increasing an organization's profitability.
- ✓ **Highly skilled in creating and leading marketing strategies** backed by extensive research with unique tactics and innovative solutions that produce results against KPIs.
- ✓ **Dynamic team player and leader** who is adept at engaging team members, collaborating, building strong relationships and creating trust in an atmosphere of camaraderie.
- ✓ **Excellent strategic communication and partnership** with senior leaders, Board members, team members, residents, trade partners, donors, media and other interested parties.
- ✓ **Talented visionary, innovative thinker and creative solution developer.**
- ✓ **Excel at ground-up development** with start-up mindset in both new and existing projects.

CAREER ACCOMPLISHMENTS

- 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, employee engagement tools and reward system.
- Spearheaded the digital marketing transformation of an organization, developing a set of comprehensive digital strategies and tools including SEO, SEM, website optimization, marketing automation, auto chat, reputation management and more.
- Established the brand and implemented all marketing initiatives from start-up for a 1,500 home Active Adult community and at the same time, a 600-home conventional community including the grand opening of two Sales and Design Plazas, a 26,000 square foot community center, three parks, tennis pavilion, a three-mile nature trail and all advertising and events.
- Created and launched the brand and marketing from start up for a 3,200-acre master planned 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.
- Designed and implemented successful pre-marketing and grand opening events at a senior living community for 100,000 square feet of new living space resulting in fill-up in both buildings eight months before projections.
- Toastmasters International District Governor overseeing a leadership team of 30, 250 club officers and 60 clubs in Western Washington. Also won *Toastmasters International Top 5 Membership Drive Campaigns* four years in a row out of 9,500 clubs in 74 countries.

EDUCATION

- B.A. Communications, 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—LeadingAge Washington. Also served as a Leadership Institute Coach.

PROFESSIONAL EXPERIENCE

Franke Tobey Jones (FTJ) Senior Living, Senior Director of Marketing and PR - June 2009 to Present

FTJ is a 100-year-old not-for-profit community that employs 170 people and serves 220 residents and the greater Tacoma area with programs for seniors.

- Spearheaded a team to rebrand the organization. Results: Total re-engagement of the brand, new resident applications increased by 110% and new admissions increased by 100%.
- Led the transition to data driven marketing. Results: 300% increase in qualified leads, an inquiry to tour conversion rate of 105% (15% national average), 97% occupancy and 160 people on a waitlist to move in.
- Led efforts to reengineer and optimize website into an interactive, lead generating website. Results: Increased monthly website visits by 60% and qualified digital leads by 300%.
- Researched and guided the CRM and marketing automation platform conversions and integrations. Results: Compared to 1,500 communities in the U.S. FTJ now produces 65% more inquires, 475% more tours and above average sales.
- Lead a team of remote consultants across the country including digital, marketing automation, website, reputation management, public relations, advertising and more. Also unified five departments at FTJ to strengthen collaboration, share goals and accomplishments, and celebrate successes.
- During the Pandemic, crafted the highly successful program “Buy Now, Move Later.” Results: At Pandemic end, FTJ was one of the first senior living communities in the state and country to achieve (and exceed) pre-Pandemic occupancy.
- 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.
- Created and implemented a meaningful Centennial Celebration producing a 43-minute video, a 160-page hardback book, a 28-page *1924 Looking Back* booklet, a 10-decade timeline on the website with 44 stories and images, events and more.
- In total, 12 state-wide marketing awards have been won for this marketing work.

Jenamar Communities, Vice President of Marketing - January 2004 — May 2009

- 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 beachfront.
- Coordinated and led 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.
- Facilitated on-site marketing meetings with sales teams to more deeply understand prospects and celebrate successes.
- Collaborated with city officials, residents, Realtors, journalists and the community’s Homeowner’s Association teams.
- Results: National, state and local news coverage, 4,000 unique monthly website visitors (five times greater than any other community in W. Washington), 20+ homes sales per month (20% over projection) and nine marketing awards.
- Also, from start-up, designed marketing program for Edgewater, a 600-home community, including two model home parks, several decorated models, advertising, website, TV and print ads, collaterals, signage press release and events.

Weyerhaeuser Real Estate Company, Director of Marketing - May 1994 — November 2002

Developed and implemented the sales and marketing program for Northwest Landing (NWL), a brand new 3,200-acre master planned community (a totally new concept in WA State in 1994), in DuPont, WA.

- Created comprehensive and successful annual strategic marketing plans and budgets backed by extensive research.
- 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.
- Managed the community’s Sales/Marketing/Welcome Center and staff of five and served on the NWL Development Team.
- Provided strong leadership with on-site competing home builders’ sales teams to produce a large collaborative team.
- Managed and led a cadre of marketing, advertising, media and public relations companies as well as free-lance writers.
- Collaborated with city officials, residents, Realtors, journalists and the community’s Homeowner’s Association team.
- Results:
 - During development it was known as one of the most successful new home communities in WA State.
 - Produced a collaborative, high-performance sales team which consistently surpassed aggressive sales goals.
 - Helped transform the Sales/Marketing/Welcome Center into a high-performing, prospect qualifying, lead generating Center which helped to dramatically increase sales for all home builders on site.
 - Generated thousands of dollars in free local, state and national news coverage.
 - Produced 1,500 home sales and 10 state and national marketing awards.
 - Saved the company \$250,000 by combining media buys with two other Weyerhaeuser communities.