

# FAITH HERSHEY

Commercial Real Estate,  
Marketing and Design

## CONTACT

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## PROFESSIONAL EXPERIENCE

### REGENCY CENTERS

Marketing Manager - Dealmaking | March 2020 - Present  
Assistant Marketing Manager | September 2016 - March 2020

- Spearhead and implement marketing to support leasing for 420+ operating properties totaling 57 million square feet nationwide
- Consult and collaborate with 20+ dealmakers to support leasing efforts and manage marketing tactics
- Design leasing collateral including flyers, brochures, direct mail, invitations, retailer books, and signage
- Collaborate with the market research team to create strategic material
- Oversee B2B email marketing including the strategy, design, analysis and development of a national broker database
- Generate unique ideas and/or sales tools to support leasing efforts
- Oversee and plan all logistics for regional ICSC trade shows including budget, booth design, catering and communications
- Act as liaison between the company and HubSpot representative to provide continuous growth within the software

### WEB.COM

Design Supervisor | January 2016 - September 2016  
Web Designer | December 2014 - January 2016

- Advised and mentored a team of 15-30 designers daily
- Expedited payroll process by building a master Excel sheet utilizing a series of formulas to automate and reduce manual errors
- Provided ongoing guidance and feedback to team resulting in an overall increase of 71.9% in production while raising quality 3.5%
- Designed overall aesthetic appeal including branding, layout, custom graphics and basic coding for over 950 websites

### UNIVERSITY OF NORTH FLORIDA

Marketing Coordinator | May 2014 - December 2014

- Developed and oversaw project management system while regularly communicating with co-workers to ensure projects stayed on track
- Assisted with the creative direction of all recruitment materials
- Reported quarterly to senior management on marketing campaign results, competitor trends, and upcoming tactics

## EDUCATION

### UNIVERSITY OF NORTH FLORIDA

Bachelor of Science | August 2011 - December 2014  
Major: Communication, Concentration: Advertising

## TECHNICAL SKILLS

### ADOBE CREATIVE SUITE

Illustrator, Photoshop, InDesign

### MICROSOFT OFFICE

Word, Excel, PowerPoint

### OTHER

HubSpot, Placer.ai

### CODING

Basic CSS & HTML

## INVOLVEMENT

### INTERNATIONAL COUNCIL OF SHOPPING CENTERS

September 2016 - Present

### JAX CHAMBER OF COMMERCE

March 2018 - Present

- Member of ImpactJAX
- Member of the Ribbon Cutting Committee

### ZETA TAU ALPHA

### THETA IOTA | JACKSONVILLE

### ALUMNAE CHAPTER

September 2011 - Present