

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

- Spearheads and implements marketing to support leasing for 420+ operating properties totaling 57 million square feet nationwide
- Collaborates with 20+ dealmakers to support leasing efforts and manage marketing tactics
- Creates emails, leasing brochures, and retailer-specific brochures to assist dealmakers in filling vacant spaces and generating leasing deals
- Manages and plans all logistics for regional ICSC trade shows, including the budget, booth design, catering, and communications
- Acts as a liaison between the company, a third-party agency, and HubSpot to provide continuous growth within the software
- Generates unique ideas and sales tools to support dealmaking like a corporate chatbot to capture leads and social media training for dealmakers to market themselves
- Partnered with IT to create a data-driven search on our website for vacant second-generation spaces, including restaurant, salon, and medical offices

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

- Oversaw all project management 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

OTHER

HubSpot, Placer.ai

MICROSOFT OFFICE

Word, Excel, PowerPoint

CODING

Basic CSS & HTML

INVOLVEMENT

INTERNATIONAL COUNCIL OF SHOPPING CENTERS

September 2016 - Present

ZETA TAU ALPHA

THETA IOTA | JACKSONVILLE

ALUMNAE CHAPTER

September 2011 - Present

JAX CHAMBER OF COMMERCE

March 2018 - Present

- Member of ImpactJAX
- Member of the Ribbon Cutting Committee