

# FAITH HERSHEY

Commercial Real Estate,  
Marketing

## CONTACT

✉ e.faith.hershey@gmail.com

🌐 www.faithhershey.com

## SOCIAL

📄 efaithhershey

🐦 @faithhersheycre

📷 @faithhersheycre

## SKILLS

### MICROSOFT OFFICE

Word, Excel, PowerPoint

### CODING

Basic CSS & HTML

### ADOBE CREATIVE SUITE

Illustrator, Photoshop, InDesign

### HUBSPOT

Certifications: Inbound  
Marketing & Email Marketing

### OTHER

Resquared, Placer.ai

## AWARDS

### ICSC - GOLD MAXI

Innovation - 2nd Gen Marketing

## 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 400+ operating properties totaling 54 million square feet nationwide with 30+ dealmakers
- Creates collateral to fill vacant spaces, generates/supports leasing deals, including emails, leasing brochures, and retailer-specific brochures
- Manages and plans all logistics for regional ICSC trade shows, including the budget, booth design, catering, collateral, and communications
- Acts as a liaison between Regency Centers and external companies such as HubSpot, third-party agencies or Resquared
- Generates unique ideas and sales tools to support dealmaking, like social media training for dealmakers to market themselves
- Strategizes tactics to drive leads through various channels like a mom-and-pop nurturing series, a corporate chatbot, dynamic forms, or specialized landing pages
- Partnered with IT to develop a data-driven 2nd Generation search tool paired with a multi-channel marketing campaign focused on built-out spaces. In 2022, Regency Centers brought home a Gold MAXI Award in the Innovation category for this initiative.

### 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 OFFICE OF ENROLLMENT SERVICES

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

## COMMUNITY ORGANIZATIONS

### ICSC: INNOVATING COMMERCE SERVING COMMUNITIES

September 2016 - Present

### JAX CHAMBER OF COMMERCE

March 2018 - Present

- Member of NextUp JAX
- Member of the Ribbon Cutting Committee

### AMA JACKSONVILLE: AMERICAN MARKETING ASSOCIATION

February 2022 - Present

- Serves on Board of Directors as VP of Collegiate Relations

### ZETA TAU ALPHA: THETA IOTA, JAX ALUMNAE CHAPTER

September 2011 - Present