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Core Strengths

15+ years of experience spanning agency and in-house roles with a focus on real estate marketing

Proven success in leading strategy and execution for multi-market email campaigns and SEO optimization

Adept at translating business goals into creative, measurable marketing solutions across digital and print

Strong communicator with experience collaborating across marketing, operations, and leadership teams

Experienced in workflow design to improve efficiency, scalability, and brand consistency

Organized and deadline-driven, with the ability to manage competing priorities in fast-paced environments

Fluent in visual design and content strategy—from messaging to execution

Computer Skills

InDesign
Illustrator
Photoshop
XD
Adobe Express
HTML
Dreamweaver
Ceros
Sitecore
Sales Force Marketing Cloud
Conductor
Constant Contact
Mail Chimp
Lasso
Microsoft Office
Adobe Acrobat

Education

Art Institute of California,
Orange County
Bachelor of Science
in Graphic Design

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Colliers International

Digital Marketing Manager

2024 – Current

Graphic Designer

2021 – 2024

Strategic Initiatives & Campaign Development

- Developed and executed the 2025 email strategy across three national campaigns—Weekly Update, Painting the Town Blue, and Southwest Lead—redesigning layouts, refining timing, and adding personalized and interactive elements to boost engagement.
- Proposed and piloted updates that addressed declining open rates, including subject line variability, stat-driven recaps, regional win maps, and rebranded content sections.
- Spearheaded and executed an earlier email template redesign, nearly doubling the unique click rate and raising the average open rate by 2% for Painting the Town Blue; achieved a 76.41% average open rate and 12.38% unique click rate for ReveNEWS.

SEO, AEO & Web Optimization

- Led the 2025 SEO & AEO strategy for REMS, boosting high-intent keyword rankings (from 27 to 36 in top 10 positions) and introducing structured Q&A content to improve AI visibility in voice search and summaries.
- Rewrote and optimized on-page metadata, headlines, and white paper content to align with both SEO and AEO priorities—enhancing discoverability and aligning with how users search in 2025 and beyond.
- Refreshed the REMS landing page to align with brand standards and improve user experience, resulting in stronger engagement and a measurable increase in referrals and inquiries.

Campaign Results & Creative Execution

- Concepted and designed Facebook recruiting ads for REMS, resulting in 79 resumes in one month, 561,408 total impressions, 333 link clicks, \$0.02 average cost per engagement, and 52,718 Colliers Facebook visits.
- Supported 43+ million square feet of new business wins in 2023 through the creation of customized digital and print proposals and marketing materials.
- Researched, created, and implemented a scalable cross-platform solution for social media content management, streamlining workflows for designers and non-designers while improving brand consistency.
- Designed and produced a wide range of collateral—including proposals, brochures, RFPs, newsletters, social ads, email campaigns, and custom logos—for Colliers' Real Estate Management Services division.

Stream Realty Partners

Senior Graphic Designer

2016 – 2021

- Executed the largest platform pitch in Stream's history for Industrial Property Management, increasing an existing portfolio from 11.8M SF across four markets to 337.5M SF across nine markets
- Executed the largest office leasing pitch in Stream's Fort Worth office, for over 4M SF of leasing space, in partnership with Stream's National Marketing team
- Selected to be a part of Stream's Brand Strike team and participated in all phases of the company's 2021 rebrand, including strategy, conceiving, and execution
- Initiated and improved hiring process to better vet candidates on their design capabilities and their ability to work well within a team, as well as, interviewed potential candidates and helped with candidate test creation/review
- Led seminars on custom map creation, InDesign efficiencies, and Photoshop 'tips and tricks'
- Established design standards and templates, maximizing efficiency, and creating brand consistency across all 12 offices
- Conceptualized, designed, and produced print and web-based materials such as logos, branding packages, pitches, offering memorandums, business opinion of values, brochures, maps, newsletters, eblasts, promotional materials, and event related marketing and branding materials for the DFW, Investment Sales, Investment Management, Office Development, Industrial Development, Data Centers, Land, Healthcare, and National teams

MAG Retail Group

Graphic Designer

2015 - 2016

- Conceptualized, designed, and produced email marketing collateral for Motorcycle-Superstore and J&P Cycles while adhering to their respective brand standards
- Designed and produced website imagery to support current sales and promotions on Motorcycle-Superstore.com and affiliate sites, and then applied those designs to in-store marketing collateral

Allie Beth Allman & Associates

Senior Graphic Designer

2014 - 2015

- Managed and expanded the design team to accommodate the demanding workload created by 350+ agents
- Designed, implemented, and managed new brand standards, bringing overall consistency to advertising and marketing collateral
- Managed the marketing and advertising production schedule, implemented procedures to track job status and timing, and improved overall production turnaround time to meet publication deadlines
- Designed and implemented a direct mail system and email marketing system to give agents the ability to market their listings easily and efficiently to a broader market of clientele

Gehan Homes

Graphic Designer

2013 - 2014

- Conceptualized, designed, and produced marketing and advertising collateral while adhering to brand standards
- Designed, produced, and maintained web content and landing pages to correlate with current promotions and events, significantly increasing lead generation
- Implemented an organized file structure to minimize server space and optimize production

Surterre Properties

Graphic Designer

2011 - 2013

- Tracked, managed, and streamlined company-wide design template updates, making the transition to a new management system both efficient and effective for the whole design team
- Developed creative designs including layout, color selection and/or illustrations for marketing collateral, branding collateral and other design projects
- Participated in different phases of the production process such as releasing and/or printing marketing materials like emails, brochures, flyers, listing presentations, direct mail pieces, business cards, and newsletters

Idea Hall

Production Manager & Artist

2008 - 2011

- Managed production schedule and tracked project timing
- Provided support and assistance to the Art Director throughout the design and production process of high-profile corporate communications, print ads, and trade show graphics
- Participated in the development of all printed and web-based materials such as eblasts, online banner ads, logos, brochures, magazines, maps, newsletters, promotional materials and event-related marketing and branding materials