



San Diego, CA

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JESSICA HABERER

PEOPLE BUILDER.
DOT CONNECTOR.
BARRIER BREAKER.
STUDENT OF LIFE.

PERSONAL STATEMENT

With nearly 20 years of experience in branding, creative strategy, graphic design, B2B & B2C marketing, and business development, I have elevated the creative presence of the companies I've worked for across various industries, including real estate, fashion, interior design, and architecture.

I strive to push design beyond the status quo, tapping into the deeper meaning of a brand to connect it with its audience. By philosophizing a vision and effectively communicating a brand's message, the project's mission shines through. Creative breakthroughs and storytelling begin with listening and addressing the 'why,' while my unwavering enthusiasm drives teams and ideas forward.

EDUCATION

NEW YORK, NY

FASHION INSTITUTE OF TECHNOLOGY 09/2001 - 05/2003
Bachelor of Fine Arts | Graphic Design

BUFFALO, NY

BUFFALO STATE COLLEGE 09/1998 - 05/2001
Graphic Design

DEFINING QUALITIES & ACCOMPLISHMENTS

IN-HOUSE CREATIVE STRATEGIST

I have led the formation of internal creative teams in my last two positions, introducing an agency-style approach to foster a more unified voice that aligns the company's brand across print, digital, communications, events, environments and business development efforts, resulting in a stronger brand presence. This setup provides the opportunity to capitalize on the advantage of engaging with internal stakeholders to understand the business and reframe problems, providing strategic value to the organization.

ADAPTIVE AND COMMITTED LEADER

Having been at my past employers for a minimum of 3+ years, I have consistently been promoted within, honing my experience at a range of companies, from small-business start-ups to growth-stage and established global corporations. This experience has allowed me to adapt to an ever-changing landscape based on creative and corporate needs, serving as a leader and mentor focused on talent development and team retention.

MULTIFACETED TRENDSETTER

I offer a distinct combination of business savvy and artistic vision to craft compelling, cohesive visual narratives that deeply connect with audiences. My ability to interpret market trends and my propensity for constantly evolving has positively influenced the teams around me, including the business development representatives, resulting in increased transactions and inspiring them to continue building and develop the brand.

ADOBE CREATIVE SUITE - MICROSOFT 365 - WIX - SQUARESPACE - WORDPRESS - CEROS - FIGMA - HUBSPOT
MATTERPORT - DIGITAL & GRAPHIC DESIGN - BRAND MARKETING & POSITIONING - USER EXPERIENCE(UX) -
CONTENT CREATION - CREATIVE WRITING - STRATEGIC PLANNING - SOCIAL MEDIA MARKETING
STYLING - INTERIOR DESIGN - COLLABORATION - NARRATIVE STORYTELLING - TREND FORECASTING

LONGFELLOW REAL ESTATE PARTNERS

SENIOR CREATIVE MANAGER 12/2023 - present
CREATIVE MANAGER 10/2021 - 11/2023

REAL ESTATE DEVELOPER | SAN DIEGO, CA
3+ YEARS

- Drive the branding process for the southwest properties from the RFP stage through selecting the design agency, overseeing the development of the name, brand story, and logo. Ensure these elements are seamlessly weaved through all aspects of the property, creating a cohesive sense of place, from marketing materials and signage to interior design.
- Lead cross-functional meetings with architects, designers, and hospitality groups to discuss scope, project kick-off, and creative briefs, ensuring cohesive and visionary initiatives for 7 project campus amenities spaces. Notable assignments include collaboration with celebrity chef Richard Blais to design the California English brand, interior design of the award-winning amenity space at Centerpark Labs, and immersive brand activations to boost leasing activity in the brokerage community.
- Spearhead brand strategies, experiential tour experiences and multi-platform campaigns based on market trends, consumer behavior and the competitive landscape, increasing digital engagement benchmarks by 40%.
- Identify workflow inefficiencies by implementing process improvements and new design tools, creating detailed SOPs and training portals resulting in better alignment between cross-vertical efforts and corporate objectives while driving multiple projects concurrently.
- Present status updates, budget balance, and creative progress to company partners and stakeholders to ensure alignment on projects and drive unified progress toward business objectives.
- Manage marketing budgets for the Southwest portfolio, totaling \$2.5 million annually across seven brands. Gather estimates, build annual budgets, and identify cost-saving opportunities by introducing in-house creative tools to handle nearly 75% of our creative needs.

COLLIERS INTERNATIONAL

MARKETING MANAGER 11/2020 - 10/2021
GRAPHIC DESIGN MANAGER 06/2019 - 11/2020
SENIOR GRAPHIC DESIGNER 04/2017 - 09/2019

COMMERCIAL REAL ESTATE | SAN DIEGO, CA
4+ YEARS

- Built an in-house design 'agency' to introduce and create distinct brand identities for brokerage teams within Colliers while still preserving the corporate brand helping to create an image for the teams and initiate a personal brand that reflects their values.
- Managed a team of 5 creatives and 10 coordinators to service 35 broker clients in the southwest region to streamline distinguished property campaigns across all mediums from print to digital and fostering a culture of innovation and collaboration among teams.
- Applied a fresh, out-of-the-box perspective for innovative pitch decks and interactive presentations to avoid falling into a stale, standard corporate protocol resulting in the closing of multiple notable transactions to grow the region's partnerships.
- Produced strategic templates and organized initiatives to give structure to specialized broker teams so they can run self-sufficiently.
- Rolled out a national rebranding initiative in the Southwest region through a strategic, step-by-step approach. Utilized email campaigns, CC libraries, SOPs, and templates to effectively support teams in a way that resonated with them.

GARDENOLOGY HOME

MARKETING MANAGER 09/2014 - 04/2017

INTERIOR DESIGN | NEWPORT BEACH, CA
2+ YEARS

- Designed and launched gardenology.com to drive customer engagement and increase brand awareness, expanding Gardenology's customer base by 35% while creating all digital marketing, advertising and content creation including email communications, blog posts, product photo shoots as well as press releases, infographics and digital ads for external sites to support SEO consultant.
- Maximized the budget for digital advertising campaigns, SEO, curated events, promotions, campaigns and product lists as well as cultivated partnerships with local influencers to establish a lifestyle on social media further enhancing the brand's prestige.

FIFTYTWO SHOWROOM

DIRECTOR OF SALES & BUSINESS DEVELOPMENT 04/2013 - 04/2014
SENIOR ACCOUNT EXECUTIVE 09/2008 - 03/2013

FASHION | NEW YORK, NY
5+ YEARS

- Scouted, acquired, signed and advised promising 'Advanced Contemporary' fashion designers to be part of the showroom roster through international travel and partnerships with embassies in countries including Sweden, Portugal, and Brazil transforming domestic brands into international brands.
- Penetrated new markets using proactively planned external sales strategies and B2B marketing opportunities such as trade shows, road trips and pop-up galleries in Los Angeles, Miami and Paris while maintaining the showroom aesthetic.
- Negotiated markdown allowances and end-of-season settlements for key accounts such as Barneys, Saks, and Net-a-Porter through the analysis of weekly selling reports and client loyalty while ensuring a continue partnership with a 10% YoY growth.
- Heightened brand awareness and increased sales through participation in NY Fashion Week and through in-house development and creation of aesthetically pleasing marketing materials including lookbooks, email blasts, linesheets, and videos.