



(949) 680-7062

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San Diego, CA

## TECHNICAL SKILLS

Adobe InDesign, Photoshop, Illustrator

ActiveCampaign

Asana

Canva

Facebook Business Suite

Google Ads, Analytics, Tag Manager & Looker Studio

LeadPages

LinkedIn Advertising

Marketo

MailChimp

Salesforce /Jungo

ScreenFlow

Teamwork

Vidyard

# CARYN JOSEPH

Astute and insightful senior marketing professional equipped to drive competitive growth with both proven strategies and innovative approaches. Offering a broad-based background across traditional and digital approaches. Manage multi-channel campaigns with skill, professionalism and tenacity, capitalizing on competitive advantages and driving substantial improvements to market share and customer engagement.

- Design and implement strategy
- Omni & multi-channel marketing
- Campaign & customer journey development
- Establishing and tracking KPIs
- Cross functional collaboration
- Data analysis
- Team leadership

## SELECTED ACHIEVEMENTS

- Delivered exceptional campaign results in California for the **Center for Sustainable Energy**: 9.23% Google search ad CTR, 10% landing page conversion rate, and 59% email open rate.
- Appointed to spearhead and manage communications with top asset manager, leveraging strong relationship-building and communication skills to achieve successful outcomes and exceed expectations at **ConAm Management**.
- 60% Franchise participation in newly created marketing services at **Harcourts Prime Properties**

### MAY 2020 - PRESENT | SENIOR MARKETING MANAGER

CENTER FOR SUSTAINABLE ENERGY | 3980 SHERMAN St #17, SAN DIEGO, CA

**Direct marketing strategy and tactics for seven electric vehicle (EV) incentive programs across the country, an energy efficiency project with Walmart and a national EV education course.**

- 20% Increase in website traffic by developing and implementing distinct customer journey points and strategically framing campaign efforts.
- Created benchmarks for measuring impact of advertising to analyze and report on effectiveness of campaigns.
- Spearheaded successful EV incentive programs, handling marketing, stakeholder relations and performance tracking.
- Led department contributions for multi-million state agency contract proposals.
- Guided departmental change to new project management platform.
- Oversee staff providing direction and feedback on program work and career growth.
- 2022 Chair of CSE employee engagement committee.

### SEPT 2019 - MAY 2020 | PORTFOLIO MARKETING MANAGER

FAIRFIELD RESIDENTIAL | 5510 MOREHOUSE DR #200, SAN DIEGO, CA

**Directed strategy, lead generation, marketing plans and media buys for multi-family properties in California, Arizona, Texas and Washington.**

- Pioneered and led consumer research efforts to gain deep insights into specific demographics, informing the creation of comprehensive marketing plans that effectively reached and resonated with target audiences.
- Developed persuasive and engaging copy for a wide range of marketing campaigns, including print, digital, and social media, resulting in increased engagement and conversion rates.
- Collaborated closely with managers, VPs, and C-level executives to identify and capitalize on opportunities for growth and expansion.

## **FEB-SEPT 2019 | REGIONAL MARKETING MANAGER**

CONAM MANAGEMENT | 3990 RUFFIN RD #100, SAN DIEGO, CA

**Executed digital marketing strategies for multi-family properties throughout California and Nevada.**

- Managed \$1M marketing budget, optimizing campaigns to increase lead generation.
- Analyzed digital marketing efforts and developed comprehensive marketing plans for properties valued up to \$12M, leveraging a deep understanding of target audiences and market trends to drive results.
- Collaborated with cross-functional teams to develop compelling proposals tailored to specific markets, customers, and objectives, supporting successful outcomes for business development.
- Provided strategic marketing guidance and support to the Regional Vice President and Regional Property Managers, using data analysis and insights to inform decision-making and drive sales growth.

## **MAY 2016 - JAN 2019 | MARKETING MANAGER**

BAY EQUITY HOME LOANS | 27401 LOS ALTOS #260, MISSION VIEJO, CA

**Developed and executed marketing initiatives to increase B2C exposure, establish brand and support B2B partners.**

- Directed the development of creative content, aligning branding strategies with advertising messages to increase brand recognition and loyalty.
- Achieved a 38% average open rate for newsletters supporting B2B efforts, surpassing industry benchmarks and contributing to increased engagement and conversions.
- Diversified digital approaches with social media platforms, video, newsletters and organically-grown marketing channels.
- Organized and executed events and community outreach resulting in feeding over 100 unhoused and 800 children annually, as well as creating several foster care packages.

## **MAR-NOV 2015 | MARKETING MANAGER**

REALTY ONE GROUP/EVEREST ESCROW | 7545 IRVINE CENTER DR #250, IRVINE, CA

**Managed the creative development and directed the strategy for sales associates throughout Southern California.**

- Generated well-cultivated partnerships in target markets, furthering marketing goal achievement.
- Spearheaded negotiation and execution of a unique partnership with an emerging technology platform.
- Crafted marketing material and content in consistent tone and brand voice.
- Cultivated positive public image with community and media engagement.

## **JUNE 2013 - DEC 2014 | DIRECTOR OF MARKETING**

HARCOURTS PRIME PROPERTIES | 27372 ALISO CREEK RD, ALISO VIEJO, CA

**Initiated and managed the preeminent franchise marketing department in the United States.**

- Crafted and integrated company-wide marketing strategy that aligned with strategic business planning goals.
- Orchestrated personalized marketing strategies to cater to the individual branding and promotion goals of 100-140 real estate agents, elevating their personal brand identities and driving increased property sales.
- Established a flexible marketing materials system, combining standardization with customization options for improved efficiency and tailored marketing.
- Surpassed industry averages with a 10% higher email business development campaign open rate.

**Additional tenure, details available upon request:**

2010 - 2013: Communications Coordinator at St. John's Episcopal School

1998 - 2009: Marketing Executive/ Graphic Design at Prudential California Realty

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## **EDUCATION**

Art Institute of Pittsburgh  
BA Advertising

## **VOLUNTEER**

Forge 54 | Reece's Rainbow Fundraising  
Together We Rise | Illumination Foundation