



MARK A. ROBERTS

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Marketing
Data Scientist
Communicator
Designer

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PROFESSIONAL EXPERIENCE

BOSTON REALTY ADVISORS • BOSTON, MASSACHUSETTS JANUARY 2018–MARCH 2020

Commercial real estate firm providing agency leasing, retail, capital markets, residential resale and project sales

Director of Marketing • January 2018–March 2020

Developed and executed marketing strategies, campaigns and projects working collaboratively with business units to manage and grow brand awareness, promote business development best practices and create team mentality.

Provided leadership to a team of designers and marketing professionals. Regularly reviewed processes and procedures, and identified areas for improvement to leverage best practices, new technology, and latest marketing developments. Managed SEM, advertising, public relations, events, awards submissions, and other campaigns to engage clients and cultivate prospects.

TRANSWESTERN • BOSTON, MASSACHUSETTS SEPTEMBER 2001–OCTOBER 2017

Commercial real estate firm providing agency leasing, capital markets, sustainability, tenant advisory, and asset services.

Vice President of Marketing—Northeast Region • January 2010–October 2017

Managed a staff of seven located in Boston, New York, and New Jersey.

Collaborated with national marketing teams on an array of initiatives, including brand refresh, website redesign, and overall messaging.

Oversaw the transition of acquisition Richards Barry Joyce & Partners LLC to Transwestern's corporate branding standards.

- ✓ National Marketing Group's **TEAM PLAYER OF THE YEAR 2015**
- ✓ National Marketing Group named our Northeast Team **MARKETING TEAM OF THE YEAR 2015**
- ✓ Boston Business Journal (BBJ) named Transwestern **NO. 1 BEST PLACE TO WORK 2012, 2013, 2014**
- ✓ Worked extensively on projects for Corning, Converse, Boston Consulting Group, Wayfair, Shire, OneBeacon Insurance, PAREXEL, State Street, Brookfield Properties, Invesco, TA Realty, Normandy and Biomed.

Senior Graphic Designer • September 2001–December 2009

CUSHMAN & WAKEFIELD • BOSTON, MASSACHUSETTS JULY 1999–JUNE 2001

Leading global real estate services firm.

Director of Market Research • June 2000–June 2001

- Authored research reports and compiled quarterly data.
- Provided statistics to internal and external clients.

Executive Assistant • July 1999–June 2000

- Helped commercial real estate brokers produce proposals and pitches.
- Pioneered the use of email marketing.
- ✓ Boston Branch **EMPLOYEE OF THE YEAR 2000**

HARVARD MEDICAL PUBLICATIONS • BOSTON, MASSACHUSETTS JANUARY 1998–JUNE 1999

Health and wellness book publishing partnership between Harvard Medical School and Simon & Schuster.

Assistant Editor

- Provided proofreading and editorial support for the production of HMS "**FAMILY HEALTH GUIDE**."

EDUCATION

SYRACUSE UNIVERSITY SCHOOL OF INFORMATION STUDIES • EXPECTED 2021

- Masters of Science--Applied Data Science

MASSACHUSETTS INSTITUTE OF TECHNOLOGY • CAMBRIDGE, MASSACHUSETTS • 2020

- Certificate Program—Data Science in Real Estate

UNIVERSITY OF MASSACHUSETTS • BOSTON, MASSACHUSETTS • 1994

- Received a Bachelor of Arts (B.A.) degree in Classics—Greek and Latin
- Junior year abroad at the Intercollegiate Center for Classical Studies in Rome

TECHNICAL PROFICIENCIES

- ✓ Expert knowledge of Adobe InDesign, Illustrator, PhotoShop, Acrobat, Apto/Salesforce, Pardot, Hootsuite
- ✓ Experienced in both digital publishing and print production
- ✓ Intermediate experience in Python, R/Studio, SQL Studio and Tableau