

## **Tori Dayla Massie**

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### **OBJECTIVE**

Passionate and innovative professional with a robust background in leading multidisciplinary teams to deliver innovative and impactful creative solutions, seeking a Creative Director position to bring attention to captivating ideas, drive engaging campaigns, and contribute to the creative vision of a forward-thinking agency.

### **KEY INDUSTRY KNOWLEDGE**

- Web Design & Development
- Digital Marketing & Social Media
- Copywriting & Content Creation
- Brand Development & Management
- Graphic Design & Typography
- Photography & Photo Editing
- Visual Storytelling
- Event Planning/Management
- Best Management Practices
- Market Research/Feasibility
- Contract/Cost Management
- Marketing/Leasing Strategy
- Project Planning/Management/ Closeout
- Government/Community Outreach
- Building Operations/Management
- Land Use/Entitlement Process
- Owner/Tenant Occupancy
- Sustainable Development
- Property/Asset Management
- Real Estate Development

### **LEADERSHIP & PROFESSIONAL AFFILIATIONS**

- **GALLERY 130** – Program Director, Marketing Coordination, Member Engagement 2023 – Current
- **MUSIC IS 4 LOVERS** – Events Editor 2020 – Current
- **KINETICPARALLAX** – Founder, CEO, COO, Director of Extroversion 2018 – Current
- **DUSTY BRIDGE ART BUILD** – Project Design/Build Co-Lead 2019
- **SOUL WORK** – Event Production Management/Coordination, Marketing Lead 2018 – 2020
- **JUSTIFIED HYPE** – Incubator Facilitator and Creative 2016 – 2020
- **ALKALINE PODCAST AND BURNER PODCAST** – Associate Producer 2016 – 2020
- **CABINA EXURO ART BUILD** – Project Design/Build Co-Lead 2016
- **WANDERLUST ARCADE ART BUILD** – Project Design/Build Co-Lead 2015
- **URBAN LAND INSTITUTE YOUNG LEADER** – Board Member 2012 – 2016
- **BUILDING INDUSTRY ASSOCIATION yGEN** – Board Member 2012 – 2015
- **NATIONAL ASSOCIATION OF INDUSTRIAL & OFFICE PROPERTIES** – Developing Leaders Member 2012 – 2014
- **SDSU REAL ESTATE SOCIETY** – Business Development & Executive Director 2010 – 2012

### **ACCOLADES**

- **CIRCULATE SAN DIEGO** – Momentum Award Presentation Speech [300+ attendees] 2019
- **BUILDING INDUSTRY ASSOCIATION** – BOD Installation Dinner Presentation Speech [700+ attendees] 2016
- **BUILDING INDUSTRY ASSOCIATION** – Rookie of the Year [nominee and finalist] 2014 & 2015
- **CERTIFIED COMMERCIAL INVESTMENT MEMBER** – Scholarship Recipient [consecutive years] 2012 & 2013
- **SDSU, UCSD, USD – NAIOP DEVELOPMENT CHALLENGE COMPETITION** – Winning Team 2012
- **SAN DIEGO STATE UNIVERSITY ZAHN INCUBATOR BUSINESS COMPETITION** – Winning Team 2012
- **NATIONAL ASSOCIATION OF INDUSTRIAL & OFFICE PROPERTIES** – Scholarship Recipient 2012
- **BUILDING INDUSTRY ASSOCIATION yGEN** – Scholarship Recipient 2011
- **NORTHEASTERN UNIVERSITY CONSORTIUM** – International Business Competition – Winning Team 2011
- **SAN DIEGO STATE UNIVERSITY** – Dean's List 2011

### **INTERPERSONAL SKILLS**

- Beneficial Client/Vendor Relations
- Professional Customer Service
- Networking/Public Speaking
- Business Development
- Clear Communicator
- Highly Collaborative/Team Player
- Creative Problem Solving
- Strong Document Management
- Motivated/Reliable/Responsible
- High Moral/Ethical Standards
- Strong Interpersonal Demonstration
- Conscious Time Management
- Ability to Multitask and Prioritize
- Organized and Detailed
- Independent and Decisive

### **TOOLS & TECHNOLOGIES**

- Microsoft Outlook 365
- Microsoft Powerpoint
- Microsoft Project
- Microsoft Office
- Microsoft Excel
- Microsoft Word
- Adobe Acrobat Pro
- Adobe Photoshop
- Adobe Lightroom
- Adobe Elements
- Adobe Illustrator
- Adobe InDesign
- Procore Construction Management
- Asana/Trello Project Management
- Argus Valuation DCF
- Google Earth/Maps
- Real Page OneSite
- Yardi Voyager

## **PERSONAL DEVELOPMENT COURSEWORK**

- **SAN DIEGO CONTINUING EDUCATION**
  - COMM 550: Intro to Digital Design Current
  - COMM 671: Front End Web Development I – Soft Skills
  - OFSY 606: Digital Editing: Adobe Illustrator – Vector Graphics Beg/Int 2020
  - OFSY 603: Digital Editing: Adobe Photoshop Elements Beg/Int
  - OFSY 618: Web Marketing: Social Media for Business
  - OFSY 603: Digital Editing: Adobe Photoshop Beg/Int
  - OFSY 603: Digital Editing: Digital Photography Beg
  - OFSY 603: Digital Editing: Adobe Lightroom Beg
  - COMM 618: Website Creation/Design: WordPress
- **ULI CERTIFICATE IN COMMERCIAL REAL ESTATE PRO-FORMA FUNDAMENTALS** 2018
  - Pro Forma Modeling with Microsoft Excel Part II: Construction Draws and Rent Roll
- **NEW HORIZONS LEARNING CENTER** 2016
  - Microsoft Project 2016 Part I & Part II

## **EDUCATION & CERTIFICATIONS**

- **SAN DIEGO STATE UNIVERSITY** – Business Administration, Bachelor of Science – Management 2012
- **ARGUS SOFTWARE CERTIFICATION** – Valuation Discounted Cash Flow 2014 – 2016
- **SAN DIEGO COUNTY WATER AUTHORITY** – Citizens Water Academy 2014
- **CERTIFIED COMMERCIAL INVESTMENT** – Negotiation; Investment Analysis; Financial Analysis 2013 – 2014
- **CA DRE REAL ESTATE SALES LICENSE** – Number 01898002 2011

## **EXPERIENCE**

**ALEXANDRIA REAL ESTATE EQUITIES, INC.**, San Diego, California February 2021 – March 2023  
Senior Coordinator, Asset Services, Real Estate Development, Branding & Placemaking, Amenities & Client Care

**BALDWIN & SONS, INC.**, San Diego, California June 2016 – November 2019  
Project Coordinator, Land Development/Planning and Asset Management

- Simultaneously set-up and maintain multiple income property project records, budgets, schedules and any assigned speciality projects; Oversee contracting processes, invoicing, and conformance; review and reconcile cost estimates
- Coordinate and review submittals and responses of architectural, landscape, civil, utilities, and other consultants for multiple design review and building permit applications during entitlement, vertical construction, turnover and lease-up
- Planning, design, office, and construction administration support including job site walks, formulate responses to RFIs and submittals, interpret off-site improvement plans and soils reports, coordinate and attend construction meetings to document delegations and action items, provide follow-up meeting minutes, track and ensure task completions

**JOHN BURNS REAL ESTATE CONSULTING, LLC.**, San Diego, California June 2013 – January 2016  
Senior Associate, Research and Consulting

- Compile and analyze custom consulting assignment criteria, including but not limited to comprehensive feasibility and market studies, micro and macroeconomic market data, forecasting, pricing and absorption, product recommendations, current and future supply, independent fieldwork, submarket comparison, demographic analysis and targeting, IPO projects, land banking, acquisition and disposition of assets, cash flow analyses, client and business development

**CUSHMAN & WAKEFIELD, INC. [F.K.A. CASSIDY TURLEY]**, San Diego, California August 2012 – May 2013  
Property Administrator, Property Management and Marketing Coordinator, Industrial Brokerage

- Support property management, field engineers, and brokerage team including reconciling tenant leases and lease renewals in Yardi, phone support, scheduling, rent rolls, invoicing, insurance certificates, tenant and vendor interaction, property inspections; oversee completion of tenant work orders and confirm client satisfaction
- Facilitate competitive market comp reports, building tours, activity logs, presentations, marketing materials

**PIERCE EDUCATION PROPERTIES, L.P.**, San Diego, California November 2011 – May 2012  
Intern, Acquisitions and Asset Management

- Collaborate and assist investment, asset, and operations teams with underwriting evaluation for development, acquisition, and management via due diligence, market analysis, property inspection, tenant and vendor interaction

**BIOMED REALTY TRUST, L.L.P.**, San Diego, California August 2011 – November 2011  
Intern, Leasing and Development

- Develop and maintain consultant, contractor, and vendor schedules, budgets, and cash flows; Benchmark development costs; Coordinate/monitor construction meetings, contract documents, pay applications, and balance reconciliations