

Contact

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noellematthews (LinkedIn)

Top Skills

Financial Analysis

Project Management

Property Management

Certifications

1- Real Estate Broker

2- Real Estate Salesperson License
Barworks Instructor

3- Yoga Teacher Training, 200hr

4- Integrative Nutrition Health Coach
(INHC)

Noelle Matthews

Commercial Retail and Office Property Manager

Portland, Oregon, United States

Summary

Noelle Matthews brings over a decade of experience to her role as Property Manager at Urban Renaissance Group (URG). She began her real estate career at Liberty Property Management in Modesto, California, where she served as General Manager of a 3,000+ unit portfolio, primarily composed of single-family homes owned by individual landlords. This role involved constant coordination between owners and tenants, with Noelle often serving as a go-between and problem-solver. She led a 30+ person team, ran weekly meetings, organized events, created training materials, and produced monthly reports for leadership tracking all portfolio activity.

After relocating to San José del Cabo, Mexico, Noelle helped launch a real estate company from the ground up. At LastRock Real Estate, she built the company's branding identity, managed its website and social platforms, and handled all copywriting, photography, and editing. She also created a content marketing blog, Exploring Baja, focused on travel, local insight, and real estate in the Baja region. While the site is no longer active, the original content can be viewed at <https://noellematthews.wixsite.com/mysite>.

Noelle joined URG in January 2018 as a Property Administrator supporting the full Portland portfolio of six assets. She was quickly promoted to Assistant Property Manager and then Property Manager, and now leads operations at The Morgan Building and Heartline.

The Morgan Building is a historic 150,000 SF LEED Silver office building with ground-floor retail in downtown Portland. Noelle has worked closely with its more than 30 tenants and third-party parking operator for over seven years. She has also managed Heartline since 2020, a LEED Gold building with 61,659 SF of Class A office and 10,478 SF of ground-floor retail. She regularly collaborates with the adjacent residential team and condo association on shared systems and infrastructure.

From 2022 to today, Noelle has led capital projects and tenant improvements, managed complex reconciliations and owner reporting, and supported leasing activity. In 2024, she oversaw a large-scale insurance claim and restoration at The Morgan Building, coordinating with tenants, vendors, and insurers. She leads all leasing for URG's interests, working with brokers, ownership, and legal counsel from proposal to execution, aligning business terms with legal requirements. Noelle actively mentors junior staff and supports cross-property initiatives.

She holds a BA from Willamette University, real estate licenses in CA and OR, and is earning her MS in Data Science (Aug 2025).

Experience

Urban Renaissance Group

7 years 7 months

Commercial Retail and Office Property Manager

March 2021 - Present (4 years 5 months)

Portland, Oregon, United States

With over a decade of experience in commercial property management, I currently lead all aspects of operations, leasing, and financial performance for a 250,000 SF portfolio of Class A and historic office and retail space in Downtown Portland. My work is grounded in driving asset value through strategic planning, responsive execution, and a deep understanding of both legacy infrastructure and modern building demands.

I am fully responsible for URG's leasing activity across both assets. I draft proposals, coordinate with brokers, structure terms, negotiate deal points, and present final recommendations to ownership. I also oversee multi-phase capital projects and tenant improvements from planning through closeout, ensuring alignment with lease requirements, construction timelines, and ownership goals.

On the financial side, I build and manage annual operating budgets, 10-year capital plans, leasing assumptions, and quarterly reforecasts. I lead all CAM estimate and reconciliation efforts, including lease abstraction, exclusion

tracking, pool structuring, and gross-up calculations. My reporting is rooted in clarity and precision to support informed client decisions.

As a team leader, I mentor engineers and administrative staff, shape internal workflows, and provide oversight on inspections, contract management, and shared-space operations. My skill set spans client relations, vendor negotiation, risk mitigation, and operational strategy, with daily fluency in Yardi and Kardin systems.

Let's connect to explore opportunities to collaborate or share insights across our networks.

Assistant Property Manager

May 2019 - February 2021 (1 year 10 months)

Portland, Oregon Area

- Prepare the efficient execution of several commercial building budgets, ranging from \$5-9 million, resulting in on-going budget compliance and appropriate resource allocation for ownership and the organization.
- Oversee a diverse portfolio including a Class A high-rise and a Historical downtown building, ranging from 5-17 stories, 76k-324k gross sq ft.
- Control all move-in and move-out procedures, assuring vacancies are in best condition for marketing purposes and completing lease abstracts for all new tenants.
- Track and develop contracts with vendors ranging from per service, annual, and multi-year.
- Support the development of a company-wide inspection program, conduct weekly inspections on all properties within the new portal.

Property Administrator

January 2018 - April 2019 (1 year 4 months)

Portland, Oregon Area

- Event management: organize special/operational events for the company and buildings, manage marketing events, tenant advisory board meetings, holiday celebrations, and tenant surveys.
- Accounts Receivable: control A/R for 3 commercial buildings: review monthly rent-up, rent roll, and tenant statements for accuracy, track tenant payments, monitor tenant delinquencies and assist with collection calls as needed.
- Accounts Payable: handle the accurate and timely processing of 300+ invoices a month.
- Implement time and cost-saving procedures and streamlined processes, including Yardi programming and utility consolidation.

- Office management: first point of contact in person, via phone, and email to company guests and building tenants, manage office budget, inventory, and supplies, maintain cleanliness of entry and common areas.
- Vendor management: coordinate bids, ensure proper certificates of insurance, arrange building access, control invoicing.
- Proficient in Microsoft Suite, Yardi, AMAG Symmetry Access Control, and Building Engines.

Willamette University

Data Visualization Teacher Assistant

August 2024 - December 2024 (5 months)

Portland, Oregon, United States

Evaluated homework and projects with a focus on ensuring alignment with rubric criteria, including data accuracy, coding practices, and visualization effectiveness. Provided in-depth, constructive feedback to students on assignments and discussion boards, helping them refine their technical and analytical skills.

LastRock Real Estate

Marketing Manager

2015 - 2018 (3 years)

San Jose del Cabo, Baja California Sur

- coordinating between broker, agents, sellers, potential buyers
- producing all text for the company website (About Us, Location Pages, FAQ, et al)
- creating all relevant real estate material for in-office use: Offers, Counter-offers, Addendums, Closing packets
- designing a branding presence for LastRock, including logo, webpage, and all social media platforms
- initiating LastRock's blog presence, including a back-log of ready-to-use blog entries
- implementing a Content Marketing platform via a separate blog: exploringbaja.com
- controlling all marketing for the company: creating email list-serves, client follow-up sheets, submitting advertisements to the Gringo Gazette and various online outlets

**As of December 2018 the product of LastRock.com does not reflect the work and content I put into the company.

Acre Baja Restaurant & Bar

Service Manager

2015 - 2017 (2 years)

San Jose del Cabo

- recruiting, hiring, training, and on-going education for the service staff
- creating training and testing materials, specific to English training for staff
- designing a branding presence for Acre and its offerings/events
- managing all social media accounts
- supervising the floor, coordinating reservations and seating with reservations, acknowledging VIP guests and monitoring service to ensure guest satisfaction
- coordinating all in-print items between back of house and front of house staff
- maintaining inventory of restaurant operating supplies
- expert user of front and back-end POS system, trouble-shooting ability for restaurant and staff
- performing administrative functions including: reservations, data-entry, cash-handling, and end-of-night reporting
- briefing operations manager daily

When I left Acre I was managing the front desk/host area, cash-handling and reporting, and menu revisions and printing, while also acting as the assistant to the General and Operations Managers.

SoulCycle

General Manager

2013 - 2015 (2 years)

Palo Alto

- Oversaw day-to day operations of a successful, high-volume boutique fitness studio.
- Conducted recruiting, hiring, and training of staff
- Maintained staff budgets of \$35,000+, supply budgets and ordering of \$10,000+
- Collaborated with Field Marketing Managers to create and carry-out monthly and quarterly marketing initiatives toward growth and retention
- Ensured all HR standards for California were met and maintained
- Oversaw studio operations and facilities maintenance
- Worked with corporate retail team to meet monthly retail sales goals of \$45,000+
- Assisted Retail Manager with monthly retail collection launches
- Identified high potential performers and created development plans for the next generation of SoulCycle leaders

- Hospitality and customer service champion, creating and fostering a SoulCycle community in the studio among staff, clients, and instructors

Studio V Pilates & Fitness

Studio Manager, Yoga Instructor

2012 - 2015 (3 years)

Modesto, CA

- Responsible for planning and execution of Studio V program events including: organizational leadership, budget preparation, on-site coordination, and management of cross-functional teams
- Finalized order processing, retail sales and data entry, including post-event follow-up and tracking
- Monitored front desk, spa and fitness areas; responsible for scheduling and checking-in all clientele
- Gave tours on a daily basis to educate current and potential clients on services and the facility
- Registered clients for programs and services; set-up payment plans, completed charging, and billing
- Finalized order processing, retail sales and data entry
- Managed all social media platforms, executed several design and creation ad and informational projects

Janet's Flowers and Wedding Chapel

Wedding Officiant

2012 - 2015 (3 years)

- Customize and perform ceremonies for groups of 2 to 150 people
- Executing and coordinating small wedding receptions

Freelance

Fit/Bridal/Make-up Model

2010 - 2015 (5 years)

- Promoting services and products in commercials and advertisements.
- Flexible, adaptable, and versatile

Kara's Cupcakes

Multi-Unit Manager

2011 - 2012 (1 year)

Napa, CA & Walnut Creek, CA

- Supervised and motivated 20+ employees at two units through constant communication and regular team meetings

- Oversaw employee hiring, reviews, development, disciplinary actions, terminations, scheduling, inventory, store operations, supply ordering, product quality control, and customer service
- Managed store financials, cash handling procedures and cost control; evaluated and projected weekly profit & loss statements of \$20,000+
- Monitored labor percentage daily; verified weekly, daily and monthly reporting
- Directed all cupcake parties and events held in-store and coordinated all traveling parties

PMZ Real Estate

General Manager, Liberty Property Management

2008 - 2011 (3 years)

Modesto, CA

- Successfully controlled a 3,000+ property portfolio
- Supervised office staff of 30+ members, planned and led weekly office meetings
- Generated and analyzed weekly and monthly reports for the CFO and President; tracked and forecasted all net gains each month including new properties, new tenants, and properties ending management
- Organized fundraisers, parties, and employee functions, including large-scale public relations event
- Crafted and implemented training pamphlets for new/existing employees, creating management letters
- Controlled and followed all marketing leads
- Provided assistance to multiple departments when needed due to absence or transition

Hillstone Restaurant Group

Restaurant & Service Manager

2007 - 2008 (1 year)

Newport Beach, CA; Kansas City, MO; Atlanta, GA

- Oversaw and maintained a \$25,000+ a month budget and inventory of restaurant operating supplies
- Studied, reorganized and implemented clear budgetary goals and storage of all ordered goods
- Scheduled, coached, and assisted the greeter team as well as provided all recruiting, hiring and training of 50+ member service staff team
- Examined and projected monthly profit & loss statements of \$650,000+ in addition to forecasting and monitoring liquor, beer and wine sales of \$135,000+

Willamette University

Registrar Office Assistant, Mail Center Clerk, Campus Security Enforcer
2003 - 2007 (4 years)

Salem, OR

- Managing transcript requests, answering phones, filing and data entry
- Sorting mail, delivering packages across campus
- Parking facility policy enforcement and safety advisor
- Consistently prioritize and manage time by holding a job as a full-time student

YMCA Camp Jack Hazard

Assistant Cook, Program Staff, Counselor (Summer Camp)
1999 - 2007 (8 years)

Dardanelles, CA

- Supervising employees and volunteers in food preparation and cleaning
- Manage the development of all food-related tasks and provide wholesome and balanced meals for up to 180 campers and staff

ARAMARK

Hospitality Internship: Front Desk Manager, Greeter, Bartender
2006 - 2006 (less than a year)

- Supervised employees at the front desk of the national park's lodge and controlled all reports.
- Served as a public relations agent for Aramark and liaison to the National Park Service.
- Directed guest activities and destination requirements.

State of Oregon

Internship with Congresswoman Darlene Hooley
2005 - 2006 (1 year)

Salem, OR

- Assisting in various forms of constituent service, answering phones, and carrying out office tasks including copying and data entry
- Monitoring local newspapers for articles and information relevant to the office, performing research on policy issues
- Aiding the Congresswoman at events and with reelection

Education

Willamette University

Master's degree, Data Science · (August 2023 - August 2025)

Willamette University

BA, Politics, Sociology · (2003 - 2007)

Institute for Integrative Nutrition

Wellness Coach, Holistic Health and Nutrition · (2012 - 2013)

Yogamea Hatha Yoga

200hr, Yoga Teacher Training/Yoga Therapy · (2015 - 2015)