

CANDACE KENTOPIAN

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Profile

MBA graduate, committed to excellence. Dynamic business executive executes strategies to increase sales revenue

Online Portfolio www.PerformanceMarketingPro.com

Experience

MARKETING CONSULTANT | 2023 – PRESENT

Represent clientele with omnichannel marketing services

- Create and execute marketing strategies, support sales strategies, develop client base, plan events and PR
- Host events and promote artists during 2023 Art Basel and Spectrum Miami.

REALTOR | KELLER WILLIAMS, REAL ESTATE | 2014 – 2024

Implement sales and marketing strategies to lead generate and serve buyer, seller and investor clientele

- Market services and properties via social and traditional media, phone calls, email campaigns, mailings, contacting SOI
- Host Open Houses, Cocktail Receptions and Preview Parties for agents and potential clients
- Negotiate residential real estate contracts, oversee inspections, escrow, and title process to close sales
- Work with national corporate relocation company to serve out of area corporate executives by introducing them to various L.A. neighborhoods + helping them secure residential sales + luxury lease rentals

PARTNER, JASMINE'S GARDEN – FLOWER SHOP | 2001 – 2014

Created retail marketing programs to increase patronage, customer loyalty and generate sales

- Consulted event planners and brides on floral selection, design and logistics for showers, weddings + events
- Implemented marketing campaigns that resulted in being voted *Best Flower Shop* by **MyFoxLA.com** (three (3) consecutive years). PR efforts led to being named *Best of L.A. Florist* in **Los Angeles Magazine**.
- Produced a *Happy / Pharrell Williams* video to brand and promote the shop, visit www.HappyLosFeliz.com

DIRECTOR OF COMMUNICATIONS | CENTURY CITY CHAMBER OF COMMERCE | 2004 - 2007

Produced special events to generate sponsorship revenue + increase client member acquisition and retention

- Produced Business Expos and Luncheons, Citizen of the Year Awards Gala, Golf Tournaments, Board Meetings
- Secured major presenting sponsors with **Coca Cola** and **Westfield** for *Citizen of the Year Awards* luncheon generating 200% greater revenue than past events
- Created public relations + marketing campaigns to increase ticket sales of events, luncheons + annual golf tournament
- Created web content, email campaigns, supervised web developer and video production teams

MARKETING DIRECTOR | TRAMMELL CROW CO. PROPERTY MANAGER (NOW CB RICHARD ELLIS) | 2000 - 2002

Developed marketing strategies and produced promotional events for Class A commercial real estate

- Launched advertising campaign across print, direct mail and digital media that increased patronage by 20% of property's restaurants, theaters and retail including the **Schubert Theatre, Jamba Juice, Subway and Loews Cinema**
- Produced and hosted annual charity events for the **American Cancer Society** and the **Leukemia Society**
- Supervised production of **Bright Lights of L.A.**, a holiday concert produced by **Dick Clark Communications** benefitting the **Starlight Children's Foundation** that garnered national publicity and raised over \$100,000

Education

EXECUTIVE MBA | **LOYOLA MARYMOUNT UNIVERSITY**, LOS ANGELES, CA

INTERNATIONAL PROGRAM | **UNIVERSITY OF INNSBRUCK**, AUSTRIA

B.S. COMMUNICATIONS MEDIA | **FITCHBURG STATE COLLEGE**, FITCHBURG, MA

Interests

Real Estate, Investing, Blockchain Technology, Art, Kaizen, Travel, Gym, Performing Arts, Culture, Music