

CANDACE KENTOPIAN

Los Angeles, CA | T: 323-559-0856 | CandaceK777@gmail.com

Profile

Dynamic business professional and MBA graduate contributes to innovative and collaborative enterprises. Excels in executing strategies that drive sales revenue and growth. Equipped with a global perspective, adept at problem solving and negotiations, strong communication skills and resourceful. Committed to excellence.

Online Portfolio www.PerformanceMarketingPro.com

Experience

REALTOR | KELLER WILLIAMS, REAL ESTATE | 2008 – PRESENT, LOS ANGELES, CA

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

- Market services and properties via social and traditional media: Facebook, Instagram, LinkedIn, 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

DIRECTOR OF COMMUNICATIONS | CENTURY CITY CHAMBER OF COMMERCE | 2004 – 2007, CENTURY CITY, CA

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., (NOW CB RICHARD ELLIS) | 2000 – 2002, CENTURY CITY, CA

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

Related Experience

Promotions Assistant, KIIS-FM, Los Angeles **Media Assistant, Acme Advertising, Boston, MA**

Education

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

INTERNATIONAL PROGRAM | **UNIVERSITY OF BONN, GERMANY**

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

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

Interests

Art, Blockchain, Culture, Education, Finance, Fitness, Music, Performing Arts, Special Events, Travel