

# CANDACE KENTOPIAN

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## Profile

Vivacious business professional and Executive MBA graduate eager to contribute to an innovative, collaborative enterprise. Equipped with diplomacy, financial acumen and global perspective from studying abroad.

## Experience

### SALES CONSULTANT | KM GALLERY | 2023 – PRESENT

*Represent pop icon artist, Kfir Moyal*

- Support sales efforts, develop client base, plan events and promote artist, Kfir Moyal, and his dazzling artwork
- Promote the artist during 2023 Art Basel and Spectrum

### SALES ASSOCIATE | COLDWELL BANKER 2008-2014 + KELLER WILLIAMS | 2015 – PRESENT

*Represent clients on the purchase and sale of residential and small commercial properties*

- Market and brand services through print collateral, online, marketing touchpoints, and via social media and lead generation to build pipeline of clients, negotiate residential real estate contracts
- Manage client relationships, conduct market research, negotiate throughout entire transaction, identify viable properties, conduct comparative market analysis, manage client expectations, liaise among vendors, and close deals

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

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

- Developed market visibility via PR, advertising, branding, events, retail programs, traditional and social media
- Implemented marketing campaigns that resulted in being voted *Best Flower Shop* by **MyFoxLA.com** (three 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](http://www.HappyLosFeliz.com)

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

*Executed marketing strategies to generate sponsorship revenue + increase member acquisition and retention*

- 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

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

- Developed 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, Subways, Harry's Bar + American Grill** and **Loews Cinema**
- 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 Media Experience

KIIS-FM 102.7 FM, Promotions Asst., L.A.

CIPRIANI ADVERTISING, Assistant, Boston

NATPE (Media Content Assn.), Trade Partnership Manager., L.A.

AMC Network/Rainbow Media, West Coast Rep, L.A.

## Education

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

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

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

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

## Interests

Art Collecting, Investing, Real Estate, Travel, Gym, Special Events, Music, Culture