

# Felicia Goodison

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**"Success is liking yourself, liking what you do and how you do it."**  
- Maya Angelou

**"Fun is good."** - Dr. Seuss

Currently located in Southern California, I am willing to relocate for a Marketing management position with growth potential in a company that recognizes its individuals and strives to drive positive change for those it serves. I specialize in brand navigation, strategic planning, event planning and project management, implementing unique and measurable sales and branding campaigns that have influenced the real estate, interior design, property management and entertainment industries.

An early exposure to a myriad of customer-service positions and a blue-collared, Mid-Western family has instilled within me an un-wavering sense of duty, hard work and integrity. My foundation has been forged with a fundamental dedication to quality that is driven by a passion for success. Through thoughtful strategy, quick learning, persistence and flexibility that allows me to adapt to new personalities and situations, I am able to rise to new challenges and to always be looking to learn and grow to meet the needs of the customers, clients and employers that I work with. I have built a professional reputation "known" for the development of creative solutions, attention to detail, commitment and an endearing personality.

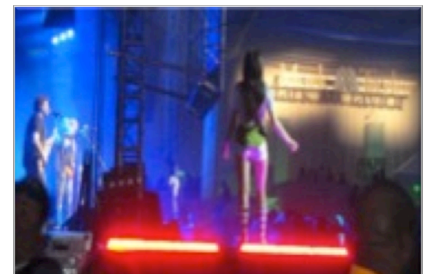
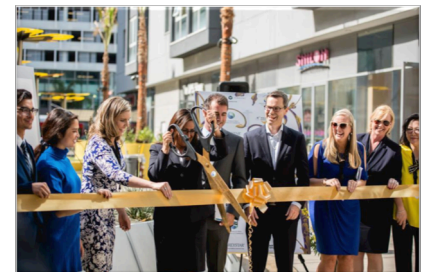
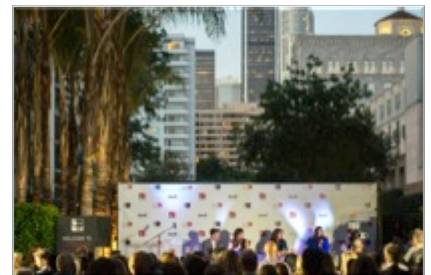
In my recent positions, it has been my opportunity to significantly enhance the redevelopment and branding of multiple luxury properties in the LA market, influencing resale value by substantially driving traffic, retention, occupancy, new lease and renewal lease growth rates to meet and exceed investment goals. I directly (and/or manage teams to) facilitate: Project Management • Strategic Planning • Reporting and Analysis • Public Relations • Outreach Program Development • Internal and External Messaging • Market Research • Brand Development • Lifestyle Campaigns • Social Media Development & Implementation • Website Development • Collateral • Email Marketing • Direct Marketing • Media Buying • Crisis Management • Event Planning • Graphic Design • Interior Design • Staff Training & Performance

## HIGH-TECH TESTIMONIALS - LinkedIn Recommendations

**"...She's creative, energetic, organized, enthusiastic and committed...You can count on Felicia to come up with great ideas and, most importantly, see them through to completion."** – Barb Schulte, Director of Communications and Outreach at Starlight Theatre

**"Her work ethic, drive and determination are just dazzling. If you're in need of someone to get the job done right, she's your person..."** – Mark Loss, Senior Property Manager at Investment Development Management

**"...Felicia is an amazing "idea person" and she has brought a heretofore unknown level of energy and creativity to the position. Felicia is also extremely service oriented, and goes well beyond what most people would do in order to create successful events and delighted customers."** – Bob Potemski, Facilities Manager at Starlight Theatre



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## WORK EXPERIENCE

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### Klein Financial Corporation, Los Angeles, CA

January 2012 - present

Klein Financial Corporation is a real estate investment, development and consulting firm specializing in multi-family residential development. The company has raised and/or consulted on approximately \$5 billion in financing and development of public and private real estate projects and governmental housing funding organizations and programs. In my 3.5 years at the company, I have advanced to my current position as Regional Director of Marketing Operations, strategically building the brands of three luxury communities, comprised of 1,090 apartment homes in Hollywood, Koreatown and Downtown, specializing in the strategic planning and analytics of the marketing process.

#### Director of Marketing Operations & Strategic Programs

April 2016 – Present

- Oversee marketing operations strategy, tracking and reporting systems and protocol for the KFC portfolio
- Work with/Oversee designated management team members at each property focused on marketing/operational deliverables and task to ensure team applies protocol and meets KFC standards and goals.
- Creation and overseeing implementation of Marketing Operations, Programs, Outreach, Calendars, along with fiscal and per program budgets
- Creation and overseeing implementation of weekly, monthly, quarterly and annual marketing analytical reports & assessments
- Overseeing creation and implementation of operational marketing materials, including • Collateral • Social Media • Brochures • Flyers • Newsletters • Photo-shoots • Videography • Property specific websites • Property specific branding initiatives • Presentations • Corporate Documents for investors, asset management and management
- Lead and coordinate major outreach and partnership programs and events including the Made In Hollywood Honors and the Art of Life Connected Los Angeles community initiatives
- Oversee messaging and brand content for external communications regarding retention, sales, partnerships, press & promotions

#### Regional Director of L.A. Marketing Operations

March 2014 - April 2016

- Developed the overall marketing and development efforts responsible for growing market value
  - Resulted in almost 25% rent growth in one community alone, with **1600 VINE being named the CAA-LA's 2014 Property of the Year** in its category and **Met Lofts named as a finalist for CAA-LA's 2014 Best Renovation and winner of CAA-LA's 2015 Best Renovation.**
- Lead research and development for property rebranding creative briefs, vision statements and market analysis
- Produced and managed annual marketing strategic plans, schedules and budgets totaling more than \$750,000 annually
- Monitored and drove responsible asset management to meet LA regional NOI and ROI goals
- Directed portfolio media buying and lead source analysis on a monthly, quarterly, and annual basis
- Lead project management for several large onsite redevelopment projects including interior design of model showrooms, outdoor and indoor amenity furniture and furnishings, building finishes and apartment upgrades
- Gathered mutually beneficial working relationships with companies to improve community value including filming contract management, car share programs, local retail loyalty programs and onsite services such as grooming, fitness classes and more to drive retention rates and lease growth
- Directed and designed rebranding style guides with contracted in-house designer to include:
  - Brochures, Business Cards, Stationary, Logos, Property Signage, Advertisements, Online Presence, Videos and Photos
- Directed redevelopment of custom and template website design for property sites including the implementation of new technologies and integrations to create visually stimulating sites that drive clicks and calls
- Created compelling content for social media and responsive reputation management
- Planned and executed large-scale, out-of-the-box promotions:
  - 2013, 2014, 2015, 2016 **Made In Hollywood Honors For Television and Film** hosted with the California Film Commission, Film L.A., The City of Los Angeles, SAG-AFTRA, The Producers Guild, Film Musicians Secondary Markets Fund and Teamsters Local 399 and 1600 VINE to honor Entertainment Industry production that maintains job growth and global recognition for Los Angeles and Hollywood. – an amazing platform to receive major press coverage in Hollywood demographics while receiving recognition as a key player in the Industry – covered in TheWrap.com, Hollywood Reporter, Variety.com, SAG-AFTRA publications, KNBC, KABC, KTLA, The Los Angeles Times and more
  - 2013, 2014, 2015 **Dwell on Design Showcase** partnered with Dwell Magazine, The American Society of Interior Designers, L.A. showrooms and national luxury brands, and most recently LG Studio and Artistic Advisor Nate Berkus to redesign a total of 14 apartments and townhomes with exquisite designer finishes building considerably added value to reimagined units for public showcases building traffic, word of mouth, rentals and rental rate growth, featured to an elevated consumer base at the nation's largest home show, Dwell on Design and in Dwell Magazine's high-gloss spreads to feature the exquisite and artistic designer branding for the Downtown LA community of Met Lofts
  - 2016 **Art of Life Connected** Civic Celebration and Gallery Night partnered with the Los Angeles Area of Chamber of Commerce, the Wilshire Center Business Improvement District, The City Attorney's Office, LAPD, Koreatown Youth +

Community Center, and ArtShare LA, with Wilshire Vermont Community honored with a certificate of recognition from Senator Kevin de Leon's office.

- Retention and outreach events with SBE Nightlife, El Jimador Tequila, Boston Beer Company, Balcony TV, top LA restaurants and cocktail locations, fashion shows, networking events, concerts, sporting events and more

### **Property Director of Entertainment Marketing and Outreach      January 2012 – March 2014**

- Modified established marketing programs to meet the needs of the company's new LA portfolio
- Created and mandated marketing initiatives and community programs for 1600 VINE while the newly developed community was undergoing over \$10 million in community upgrades and redesign, achieving rent growth of almost 17% during this time
- Produced and directed all annual marketing plans, schedules, campaigns and A&P marketing budget of \$200,000
- Established and grew a large social media following by building lifestyle, visual marketing to create positive stories during difficult times of construction and amenity closures, to balance reputation management efforts
- Planned and executed marketing and logistics for monthly resident retention and business outreach events
- Directed oversight and development of new property logos, color palettes and style guide, website redesign and billboards
- Organized philanthropic movements valued at over \$300,000 in contributions for outreach with Hollywood's Charities including:
  - Team Captain for Home To Hollywood Running Team and Onsite Event Sponsorship at 2012, 2013 and 2014 EIF Revlon Run/Walk
  - Billboard sponsorship coordination with Entertainment Industry Foundation's 2012 Stand Up To Cancer and Joyful Heart Foundation's "NO MORE" Campaign in association with the Hollywood Walk of Fame Star Ceremony of Mariska Hargitay with Blair Underwood at 1600 VINE

### **Group Sales Manager, Starlight Theatre Foundation**

#### **Kansas City, MO**

**April 2011 - January 2012**

- Established successful relationships with corporate, academic, religious, professional and familial groups to create memorable and customized experiences at historical, outdoors Broadway theatre
- Budgeted, facilitated and analyzed Group Broadway and dining ticket sales
- Managed Group Marketing Direct Mail, Email, Print, Event/Tradeshows, Social Media, Professional Networking including:
  - Organized, marketed and hosted a Girl Scout Cinderella Badge Night for more than 2,000 Scouts and family members
  - Developed and successfully marketed a free Broadway day-camp and press event for more than 200 local children
  - Constructed and launched the Starlight Children's Theatre educational field trip program and materials at the Kansas City Kauffman Center for the Performing Arts

### **Marketing Assistant, Mark-Taylor Residential**

#### **Scottsdale, AZ**

**October 2009 - May 2010**

- Managed daily communications between 45 luxury apartment communities, advertising sales representatives, marketing partners, vendors, and members of the executive team
- Approved, allocated, and inventoried marketing contracts and invoicing
- Organized and presented budget worksheets, contract expirations, marketing results and statistics for evaluation and consulting purposes
- Contracted, scheduled and directed property videography and photography shoots
- Created Ad Copy and promotional pieces for property specific and overall corporate branding campaigns
- Researched and organized some of the company's first established, portfolio-wide Social Media Strategies and Campaigns
- Conceptualized and facilitated campaign marketing, including but not limited to:
  - Event Promotion, Contest Schematics and Prize Giveaways, Event Planning and Hosting, and numerous corresponding marketing efforts utilizing Social Media, Print, Radio, Internet, Public Relations, TV, and Billboards
  - Organizing set up, staffing and scheduling of VIP Sponsorship and Direct Marketing Booths for one-of-a-kind lifestyle marketing campaigns at The Phoenix Open's famous Birds' Nest, Cactus League Spring Training, The Arizona BBQ Festival and a Mark-Taylor Beer Garden at the Portland Rose Festival

### **Leasing Consultant Promoted to Leasing Director and Leasing LEADER Mentor,**

#### **Mark-Taylor Residential, Scottsdale, AZ**

**June 2008 – September 2009**

- Established expertise in rental market by conducting monthly market surveys and creating market reports for owners and managers
- Monitored and managed resident retention as Renewal Coordinator with spreadsheets, reports, and crafting monthly marketing concepts
- Trained and managed coworkers and assigned portfolio staff as Leasing Director of community and nominated and appointed L.E.A.D.E.R.S (Leasing Excellence And Dedication to Exceptional Resident Services) member of corporate mentorship program, assisting and overseeing performance training of up to 10 communities at a time.
  - Conducted daily office business of selling to prospective residents by phone, internet, and in-house touring with a strong knowledge base, dynamic and authentic personality, and a dedication to selling and following-up, resulting in high closing numbers and growth in Mark-Taylor's brand and reputation

## EDUCATION

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**Pittsburg State University**, Pittsburg, KS, BS Communication, Emphases in Public Relations & Advertising, 2010, Biology Minor, Dean's List, Student Association of Broadcasters, Officer of PSU PR & AD Group, Communication and Biology Department Scholarship Recipient

**Baker University**, Baldwin City, KS, Liberal Arts Education foundation with an emphasis on studies in business and the sciences, Dean's List, Biology Department, Choir and Student Activities Council Scholarship Recipient

## REFERENCES

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**Jessica Spinks**, Director of Marketing Community Outreach, Klein Financial Corporation, and Co-Founder of Career Cardio, San Francisco, CA, 310-383-5464, [jjspinks@gmail.com](mailto:jjspinks@gmail.com)

**Katelin Slifer**, Former Director of Marketing Programs, Klein Financial Corporation, Current Co-Founder of Juice co. LG, Los Gatos, CA, 949-433-3601, [katelinslifer@yahoo.com](mailto:katelinslifer@yahoo.com)

**Tammy Scott**, Former Director of Sales & Marketing for Dwell on Design, Current Director of Home Tours & Custom Events at Dwell Media, New York, NY, 415-420-7960, [tscott@dwel.com](mailto:tscott@dwel.com)

**Marianne Gjerstad**, Former Marketing and Graphic Design Coordinator, Starlight Theatre, Current Director of Social Media, Barkley, AAF-KC Ad 2 National Vice President, Kansas City, MO, 832-517-5330, [marianne.gj@gmail.com](mailto:marianne.gj@gmail.com)