

Michaela "Mickey" Marraffino, CRRP

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CERTIFIED RETAIL REAL ESTATE EXECUTIVE with expertise in strategic marketing, advocacy, community relations, customer experience, and creative brand development. Demonstrated ability to analyze market conditions and produce innovative, cross-platform marketing programs, both traditional and digital, that cost effectively increase value and drive objectives. Leads by motivating diverse groups toward a clear vision and building a sense of ownership. Reputation for outstanding client, community, tenant, media, and vendor relationships. Recognized as an enthusiastic, collaborative team leader and player committed to excellence.

Experiential Marketing
Market/Research Analysis
Digital Marketing
Project Management

Brand Development
Community Outreach
Public Relations
Process Improvement

Strategic Planning
Innovative Promotions
Communications
Team Leadership

ACHIEVEMENTS

Advocacy/Community Outreach: Developed and managed Supporter database, social media strategy and outreach plan which activated community, while building trust for controversial development | created templates for supporter letters and editorials to diminish opposition strength | resolved complaints and followed up on outcomes from community members, shoppers, and tenants | educated supporters on political process during entitlement | led team involvement with Special Olympics | Built relationships with community leaders, govt. officials, and neighbors.

Brand Launch/Project Management: Coordinated \$1.5M in CARES Act funding distribution to assist 2500 manufacturers | Developed marketing and brand strategy for new 1.25M sq. ft. property, including leveraging community & media partnerships and developing distinctive, cutting edge advertising platform to appeal to target consumer base | Created and coordinated nationwide event platform, including advertising and PR support for 419 companies | Liaison between senior management and new media partner while coordinating extensive asset replacement program at 65 properties nation-wide.

Experiential Marketing: Developed Customer Service training materials which led team in testing unique brand promises resulting in sales increases of 10-50% | Through extensive market research, calculated "Value of a Smile" and nationwide sales increase goal of \$125M | Designed company-wide Guest Experience Training Programs.

Business Development: Managed third party strategic initiatives and activation resulting in +287% in annual revenue | Created brand extension opportunities for sponsorship and partnership integration | Introduced VISA gift card program and B2B integration resulting in sales lift of 12% | Launched community facing, branded Teachers Supply Closet gift card | Developed targeted leasing piece resulting in onsite visit from Crate & Barrel | Presented company-wide Marketing programs at 100+ Portfolio Review leasing meetings.

Analytics Measurement: Launched location based anonymous shopper data retrieval program | Implemented company-wide roll-out of innovative sales measurement software to track ROI of marketing programs | Generated 30% response rates in email and direct mail incentive programs, while working with vendor to build direct marketing customer loyalty digital platform.

EXPERIENCE

MickeyM Marketing, Redondo Beach, CA
Community Experience Officer

2018 – Present

- Partnering with clients to extend their team and build joyful communities by ensuring quality project oversight, managing Salesforce CRM data, leading monthly Partner calls, event planning coordination, PR launch of new décor, budget management/YE reconciliation, research and drafting annual marketing plan, oversight and staff training, implementing brand standards and graphics, extensive environmental barricade program design and implementation, brand development and outreach strategy, interviewing staff/writing job descriptions, launching Wi-Fi, editing/building websites, coordinating attendance and speakers for CA Coastal Commission hearings, grassroots door-knocking during election period, drafting supporter letters, and developing customer experience and onboarding for small businesses and retail real estate developers.

CenterCal Properties, LLC - El Segundo, CA**2014 - 2018****Vice President, Marketing**

- The Waterfront, Redondo Beach: Managed extensive grass-roots outreach including Public Affairs team management, community and neighborhood presentations, website development/social media, Supporter events, email communications and database building, Coastal Commission and City Council attendance, and staffing and operations management of Waterfront Information Center.
- Portfolio-wide operational properties (14): created efficiencies through agency reviews, consolidated design services, website upgrades, oversight of digital strategy, office concierge services, holiday decor and gift card program.
- Properties under development: public relations oversight, leasing and tenant communications, grand opening & construction graphics, holiday decor, social media, and website strategies.

Forest City – South Bay Galleria, Redondo Beach, CA**2010-2014****Regional Marketing Director**

- Strategic brand oversight for 7 Properties: developing long term marketing strategy, company representative at ownership meetings, crisis management training, sales & research analysis, omni-channel marketing strategy, retailer incentive program, advertising campaign development, holiday décor replace/refurb, experiential programs/training, and increasing marketing budget through cash and in-kind partnerships.

Marketing Experiences – Redondo Beach, CA**Principal/Consultant****2009 – 2010**

- Coached businesses and non-profits on experiential marketing including effective use of social media, SEO, PR, style guides, branding, sponsorship criteria and digital tools to enhance communications with clients and customers.

Macerich - Corporate Office, Santa Monica, CA**2004 – 2009****Vice President – Marketing & Communications**

- Collaborated with executive level multi-disciplinary, cross functional senior management teams to integrate marketing efforts including alternative advertising, portfolio reviews, property protocol, and market research.
- Applied experiential and consistent branding efforts throughout portfolio, corporate and properties.
- Developed and mentored Senior Marketing Managers through program oversight and guidance.

Additional Experience:

- **Forest City – South Bay Galleria, Redondo Beach, CA**
Regional Marketing Director & Marketing Director - Renovation/Expansion, 1M sq. ft. regional center
- **Homart - Moreno Valley Mall, Moreno Valley, CA**
Marketing Director - Grand Opening, 1.25M sq. ft regional center
- **CenterMark Properties - Montgomery Mall, Bethesda, MD**
Assistant Marketing Director - Renovation/Expansion, 1.25M sq. ft. regional center

EDUCATION**The American University, Washington, DC, BSBA**, Concentration in Marketing**International Council of Shopping Centers, CRRP**, Certified Retail Real Estate Executive**California Real Estate License** - DRE #02099046**AWARDS/HONORS**

- **ICSC:** MAXI Chair, CMD Committee Chair, John Reardon School Faculty: Marketing as a Management Tool
Awards – MAC Volunteer Program | Retailer website | Innovative Technology: SWIVEL
- **Community Awards:** 2013 Woman of Distinction, 2012 Woman of the Year, 2009 Distinguished Soroptimist, 2003 Young Woman of the Year, 1995 Optimist of Year
- **Boards of Directors:** Redondo Beach Chamber of Commerce, Soroptimist International Manhattan Beach (Past President), Southern California Marketing Directors Assn., Optimist Club of Moreno Valley
- **Member:** ULI Entertainment Development Product Council, WLI Los Angeles