



GERLINDA GRIMES

Marketing and Creative Services (She/Her)

PROFESSIONAL EXPERIENCE

Senior Manager, Creative & Marketing

Jamestown Properties - Atlanta, GA | May, 2021 - Present

Jamestown Properties is a design-focused real estate investment and management company with executed transactions in excess of \$35 billion. In my role as Senior Manager of Creative & Marketing, I'm responsible for crafting and managing advertising, social, email, digital, event, and general marketing strategies for southeastern development and redevelopment projects, including Ponce City Market — the largest redevelopment project in the Southeast. Alongside the regional VP, I allocate, oversee, and manage PCM's \$1.425M marketing budget and direct a 10 to 15-person team comprised of in-house and third-party creatives. My role also involves goal setting, as well as identifying, analyzing, and optimizing key performance indicators to ensure social, advertising, tenant support and general marketing strategies align holistically across all platforms.

Director of Marketing

Crave Design - Atlanta, GA | 2016 - May, 2021

Crave's big ideas and out-of-the box approach to property marketing differentiated us from other agencies. As Director of Marketing, I developed and directed complex creative projects and marketing strategies for diverse projects, from multifamily residential and high-rise office towers to new and repurposed mixed-use projects and neighborhood development districts. Day to day work included naming exercises, neighborhood discovery, demographic studies, identity development, collateral production, environmental graphics, digital and email marketing creative, FF&E selection, repositioning packages, and more. I also led our team in developing responsive UX strategies, and I directly managed a team of 5 to 10 in-house and freelance graphic designers, illustrators, web developers, architectural renderers, and creative coordinators. Our clients included Carter, CBRE, JLL, New City, Rangewater, and others. In 2016, Crave was acquired by Jamestown, and I transitioned to a full-time, in-house position.

Creative Project Management, Graphic Design, Wordpress Websites, and Copywriting Freelance Services

g² Creative Services, Atlanta, GA | 2009 - May, 2021

Through g² Creative, I provided creative project management services to former employers and clients in my network, including TuckerMott, Jamestown, and Crave Design. I worked with nonprofit clients, such as Atlanta BeltLine, Trees Atlanta, Central Atlanta Progress, and Silverman Construction to deliver graphic design and copywriting services, and I provided Wordpress, Squarespace and Wix website creation and maintenance services to small and mid-sized business clients like FloatAway Community, Volt Power, and others. I also held a contract with Discovery Communications from 2009 - 2012, delivering copywriting services to create content for How Stuff Works. By 2018, my role with Crave grew into a full-time contract commitment.

SOFTWARE + HARD SKILLS

Adobe Creative Suite - Indesign, Illustrator, Photoshop

Figma, Adobe XD, UX Design

Wordpress, Elementor; some HTML, CSS

MS Office Suite - Word, Excel, Outlook, Powerpoint, Teams

Quickbooks, CORE, Nexus

Wrike, Asana, Slack

SOFT SKILLS

Innovative Thinking + Creative Problem Solving

Leadership

Art Direction

Self-Motivated, Organized + Detail-Oriented

Teamwork + Ability to Motivate

Exceptional Written and Verbal Communication

Nonviolent Communication

Focused on Building Diverse and Inclusive Teams

