

Melissa Beier

Marketing Manager



Scope of Services

As marketing department manager, Melissa Beier is responsible for overseeing all company marketing campaigns for all listed properties and spreading the firm's corporate message including firm achievements and information regarding the company's social responsibility efforts using print, social and online media.

Responsibilities include budgeting, implementing, designing, managing and reporting the effectiveness of marketing campaigns focused on commercial real estate portfolios, properties and NAI/Merin Hunter Codman, Inc. Marketing efforts include press releases, print media, direct mail, corporate website, third party websites, HTML email blasts and social networking.

Background & Experience

Ms. Beier joined NAI/Merin Hunter Codman in October of 2010. Ms. Beier has worked in graphic design and marketing since 2000, with a strong concentration in the fields of 'TND' development, residential real estate and commercial real estate. Prior to joining NAI/Merin Hunter Codman, Ms. Beier served as Marketing Director at KS Commercial Real Estate, Inc. in Topeka, KS and OnSite Management Group in Vero Beach, FL. (On-Site Management Group was the parent corporation for three real estate developments, a construction company, golf club, political club and marketing company.)

Education

Associates of Science Degree in Graphic Design, Keiser University, Ft. Lauderdale, Florida

Skills

Print and Web Design/Development using: Adobe Creative Suite (Photoshop, Illustrator, DreamWeaver, InDesign and Acrobat), Microsoft Office (Word, Excel, Access, Publisher and Power Point), QuarkXPress, various FTP Programs, Google Analytics and Social Media Applications (Facebook, Twitter, LinkedIn, HootSuite and TweetDeck). Strong working knowledge of HTML and Javascript. Verse in both PC and Mac environments with the technical ability to support users with both software and hardware in a network environment while maintaining basic network administrative tasks.

Professional Affiliations

Ms. Beier serves on NAI/Merin Hunter Codman's social service committee coordinating corporate volunteer initiatives/days for a variety of community organizations including:

Adopt-A-Family/Santa's Workshop
American Heart Association
Big Heart Brigade (Thanksgiving Dinners for the Hungry)
Easter Seals
Habitat for Humanity
HomeSafe
Junior Achievement

Juvenile Diabetes Research Foundation
Paint Your Heart Out, Solid Waste Authority
Palm Beach County Environmental Resources
Place of Hope
Quantum House
United Way of Palm Beach County