



AIMEE VAL


Experienced Marketer, Communicator, Team Leader, Doer
Real Estate, Architecture and Development Enthusiast

 [linkedin.com/in/aimeeval](https://www.linkedin.com/in/aimeeval)

 Published Articles: aimeeval527.journoportfolio.com

 aimeeval527@gmail.com

 Evanston, IL

 847-942-1458


experience

Vice President, Marketing & Communications GOLUB & COMPANY

 JAN 2021 - PRESENT  United States

- Lead marketing and communications strategy for elevating international developer's corporate brand
- Lead marketing, PR, community relations and branding strategy for property acquisitions and new developments, working side-by-side with agency partners and stakeholders to bring a vision to life
- Ensure day-to-day marketing strategy results in increased property ROI

Director of Marketing, Service Lines and Practice Groups CUSHMAN & WAKEFIELD

 JAN 2017 - MARCH 2020  Americas

- Built marketing and communications platform for broker members of 22 industry verticals in Americas region
- Served as primary national marketing contact for key service lines including tenant advisory group, strategic consulting, coworking, and tax/incentives
- Effectively disseminated a content program across wide geographies for use by more than 2,000 broker and service line members

Vice President, Marketing & Communications COLLIERS INTERNATIONAL

 NOV 2004 - JAN 2017  Chicago, IL

- Led all marketing and communications strategy for Chicago-based operations of global real estate brand
- Provided key support services including new business development, property marketing, media relations, and communications
- Mentored and developed a full team of marketing professionals
- Established and drove social media presence
- Served as contributing author for global Knowledge Leader magazine

Director, Marketing & Communications CBRE

 SEPT 2002 - NOV 2004  Chicago, IL

- Led an eight-person team of marcom professionals for the Chicago operations of the world's largest commercial real estate services firm
- Provided local strategy and execution for new business development, property marketing, media relations, and communications
- Implemented new brand standards following Insignia/CBRE merger

Senior Marketing Associate CUSHMAN & WAKEFIELD

 SEPT 1996 - SEPT 2002  Chicago, IL

- Served as a senior writer on the firm's national marketing team
- Curated new content and assisted with strategy for global RFPs
- Worked concurrently with multiple brokers, service line leaders and other stakeholders around the globe to meet challenging deadlines
- Promoted five times in six years

value proposition

I am a passionate builder and protector of brands, specializing in real estate and professional services. My value lies in not only setting the marketing and communications strategy, but also digging into the tactical execution. My versatility and experience is what gives me the trust and credibility I need to effectively inspire teams.

most proud of



The loyalty and tenure of my team members



A business development win rate of approximately 75% at Colliers International



Building Cushman & Wakefield's practice group marketing platform from scratch and watching it soar to \$500M in revenue



My passion for bringing a concept to life through compelling narrative



My ability to merge the business goals of the organization and insights gleaned from clients into an effective media strategy

awards ^{and} honors

- Hermes Creative Awards Platinum Award Winner (2018)
- Colliers International Pinnacle Award National Finalist (2015)
- Colliers International National Marketer of the Year Finalist (2014)
- Colliers International National Best Practices Award Winner (2010)
- CBRE Shared Services Employee of the Year, Chicago (2004)
- CBRE Teamwork Award Winner (2003)
- Cushman & Wakefield Top Business Development Professional (2000)

tangibles ^{and} intangibles

Marketing Strategy

Storytelling

Business Development

PR & Media Relations

Digital Strategy

Art Direction

Loyal

Flexible

Hardworking

Pragmatic

Dependable

Creative

Care Deeply About My Employers' Success

education

- M.S. in Integrated Marketing Communications (Honors)
ROOSEVELT UNIVERSITY
- B.S. in Communications / Media Studies
Minor: Art History
NORTHERN ILLINOIS UNIVERSITY