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PROFESSIONAL PROFILE

As an experienced media practitioner with an established career in real estate, I continuously strive to improve and hone my talents and skills in strategic communications, content creation and creative design. After achieving promotions in two different fields, my ultimate goal is to find a position within real estate where I can cultivate and develop a professionally and personally rewarding career.

PROFESSIONAL EXPERIENCE

Mohr Partners, Inc. • Dallas, Texas

Marketing Manager • February 2023-Present

Marketing Specialist • November 2021-February 2023

I lead the marketing initiatives for Mohr Partners by producing varied multimedia content and communication pieces for a diverse group of colleagues at all levels of Mohr Partners, while simultaneously focusing on the development, creation and management of social media campaigns.

- Develop and design marketing materials, including presentations, proposals, property marketing materials, advertisements and corporate communications
- Create custom content, both short and long-form, to support Mohr Partners nationally
- Collaborate with team members across numerous departments to promote the firm's work, people and ideas
- Craft a comprehensive brand strategy that highlights Mohr Partners' brand and clients' stories while also educating the firm's audiences on relevant industry topics and trends
- Coordinate, design and administer content for Mohr Partners' LinkedIn account
- Oversee the redesign and redevelopment Mohr Partners' website in cooperation with a third-party vendor

Highmark Residential • Dallas, Texas

Brand Communications Manager • April 2021-November 2021

I ensured the production and distribution of a consistent and desirable message via Highmark Residential's communications channels by maintaining and employing a cohesive brand strategy for a portfolio of over 275 multifamily communities.

- Provided strategic input and direction for the brand of Highmark Residential and its portfolio of assets by developing style guides, templates, logos and other material
- Created and implemented communication strategies that built customer loyalty, brand awareness and customer satisfaction
- Oversaw the planning, design, content and production of marketing materials for over 275 locations
- Approved marketing elements such as logos, digital media and messaging while simultaneously coordinating with other departments on appropriate branding
- Created communication and marketing strategies for new programs, launches, events and promotions
- Facilitated and manage property signage and rebranding efforts, including the prompt rebranding of assets upon acquisition

EDUCATION

University of New Mexico, Albuquerque, NM

Bachelor of Arts in Journalism & Mass Communication
September 2011-May 2015

- Grade Point Average: 3.99
- Baccalaureate Honors: Summa Cum Laude
- Seven-Time Dean's List Honoree
- Major in Multimedia Journalism
- Minor in Professional Writing

SKILL SUMMARY

- Expert media coordinator and public relations practitioner with local and national media experience
- Proficient writer with experience in hard news, feature stories, general reporting, event coverage and knowledge of Associated Press style
- Seasoned social media coordinator with experience planning, developing and implementing a multi-channel social media campaign
- Practiced and published photographer with experience in action photography and still photography
- Accomplished graphic designer and multimedia producer with over a decade of experience in Adobe Photoshop and Adobe InDesign and additional experience in Adobe Lightroom and Adobe Illustrator
- Skilled with Microsoft Office Suite, Adobe Creative Suite, various content management systems and social media sites, including LinkedIn, Facebook, Twitter and Instagram
- Accomplished public speaker and forensic debater with national-level experience

PROFESSIONAL EXPERIENCE · CONTINUED

STRIVE Real Estate • Dallas, Texas
Senior Marketing Coordinator • September 2019-April 2021
Marketing Coordinator • July 2018-September 2019

I promoted and expanded the brand of STRIVE Real Estate, a commercial real estate investment sales firm, via the creation of comprehensive marketing material.

- Produced offering memoranda, marketing packages, financial proposals and broker opinions of value for all of STRIVE's listed properties using Adobe InDesign and Adobe Photoshop
- Developed and implemented email marketing campaigns for all of STRIVE's listed properties using Constant Contact and Adobe InDesign
- Supervised and instructed all personnel in STRIVE's marketing department by directing, assisting and coordinating tasks
- Managed the STRIVE website via its proprietary content management system, iSTRIVE
- Coordinated, designed and administered social media content for STRIVE's LinkedIn, Twitter and Instagram accounts
- Maintained STRIVE's inventory of properties on industry marketplace platforms, including Crexi, LoopNet and CoStar
- Updated and maintained a department-wide Marketing Timeline detailing the status of all listed properties, offering memoranda, email marketing campaigns, press releases and the STRIVE website
- Composed, edited and distributed press releases on STRIVE's transactions for publication in local and national media

University of New Mexico Athletics • Albuquerque, NM
Assistant Director of Communications • July 2015-July 2018
Communications Assistant • August 2011-June 2015

I served as the primary media contact and sports information director for multiple individual athletic teams at The University of New Mexico, coordinating media requests and producing multimedia and journalistic content for the programs.

- Produced graphical and multimedia content for multiple departments in New Mexico Athletics, including photographs, marketing graphics, social media graphics, general infographics, schedule posters and other assorted visual media
- Administered status updates and media publication via the official social media platforms of New Mexico Athletics
- Acted as the co-media relations coordinator for the 2014 NCAA Division I Men's and Women's Track and Field Championships and as the host sports information director for the numerous NCAA Regional Championships and multiple Mountain West Championships
- Worked with national media outlets including ESPN, CBS, CBS Sports Network and NBCSN in generating statistical information for their nationally televised broadcasts for football and men's basketball
- Captured photography that was published in national and local media
- Assisted in game-day duties for New Mexico athletic events
- Coordinated Academic All-America nominations and selections for University of New Mexico student-athletes as a member of the College Sports Information Directors of America (CoSIDA)
- Supervised numerous interns in the New Mexico Athletic Communications office by directing, assisting and coordinating tasks

PHILANTHROPY

St. Jude Walk/Run, Dallas, Texas
September 2022

- Raised money for and participated in an annual community run benefiting St. Jude Children's Research Hospital

Dallas Animal Services, Dallas, Texas
August 2022-Present

- Volunteered as a member of Dallas Animal Services' Pet Bio Team, where I help promote the pets in DAS' care by writing creative and descriptive bios

Eta Kappa Chapter of the Alpha Tau Omega Fraternity
January 2013-May 2015

- Secretary, November 2013-January 2015
- Participated in and assisted with the coordination of community service and philanthropic activities

ACHIEVEMENTS & HONORS

The Honor Society of Phi Kappa Phi
March 2015

- Lifetime member of The Honor Society of Phi Kappa Phi, is the oldest and largest collegiate honor society

Fred Nuesch Undergraduate Scholarship
July 2014

- The College Sports Information Directors of America presents this award yearly to an outstanding undergraduate working in collegiate media relations/sports information.

National Hispanic Scholar
September 2010

- The College Board's National Hispanic Recognition Program honors academically outstanding Hispanic high school students based on the student's score on the National Merit Scholarship Qualifying Test.

PORTFOLIO SAMPLES

To view samples of my portfolio, please visit the links below.

- Written: mimulcahy.com/articles
- Visual: mimulcahy.com/graphics
- Projects: mimulcahy.com/projects
- Photography: mimulcahy.com/photos