



Stephanie T. Roggow, Senior Marketing Manager

EDUCATION

BS Business Administration, Medaille College

AFFILIATIONS

Licensed Real Estate Salesperson, New York
Member of BNP 360

EXPERIENCE SUMMARY

Stephanie has over four years experience in the real estate marketing industry. Her bachelor's degree in business administration coupled, with continuing education in graphic design and real estate marketing, has allowed her to elevate company vision when it comes to understanding industry trends and the most effective ways to brand and market a product or service.

Stephanie has vast experience in creating and implementing high-profile, image-based marketing programs within the commercial real estate industry. She is an expert in creating multi-faceted promotional campaigns including media, print and special events to target specialized markets.

EMPLOYMENT SUMMARY

McGuire Development Company, LLC 2006 - Present

As Senior Marketing Manager, Stephanie handles all marketing aspects of McGuire Development Company. In this capacity, Stephanie manages all departmental marketing efforts. She also works closely with the brokerage, and development teams to market new and existing commercial listings and development projects. This incorporates the creation and distribution of marketing materials including signs, brochures, flyers, direct mail pieces, email marketing, advertisements, and press releases.

Stephanie also oversees the research and submission of all RFP's, consult and execute grand openings, sponsorships and corporate events, designs presentations and synchronizes the company's strategic goal setting and vision.

