

# ANGIE DEWITT

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Senior marketing leader with experience leading multi-brand portfolios, integrated marketing strategy, brand development, digital performance, public relations, crisis communications, and cross-functional initiatives. Currently leads marketing across 23 brands with nearly \$3M in combined marketing and advertising budgets. Experienced in agency and vendor management, website strategy, AI-driven marketing initiatives, reputation management, executive communications, and large-scale brand transformations.

## CORE COMPETENCIES

Integrated Marketing Strategy | Marketing Leadership | Brand Strategy | Brand Identity & Positioning | Creative Direction | Digital Marketing | Public Relations | Crisis Communications | Corporate Communications | Reputation Management | Agency & Vendor Management | Budget Management | Website Strategy | Social Media Strategy | SEO | SEM | Artificial Intelligence & Generative AI

## TECHNOLOGY

ChatGPT | Claude | Perplexity | Copilot | Gemini | Adobe Creative Cloud | Canva | Microsoft Office Suite | WordPress | Wix | RentCafe | Entrata | Google Analytics | Google Business Profile | HTML

## EXPERIENCE

### JVM Realty | Oak Brook, IL

*Senior Director of Marketing | February 2025 – Present*

- Lead the marketing department, including one direct report and nearly \$3M in combined departmental and advertising budgets across 23 distinct brands.
- Own and continuously optimize the portfolio-wide marketing mix and channel strategy to drive property performance, qualified traffic, and occupancy.
- Led the company's rapid response to an international public relations crisis that drew attention across 8+ countries, mitigating reputational risk and protecting the corporate brand.
- Direct 30+ external agency and vendor partnerships across creative, digital advertising, media, photography, videography, and marketing technology.
- Lead corporate LinkedIn strategy, content planning, execution, and brand storytelling.
- Oversee marketing education and enablement for on-site teams, equipping property teams to effectively execute local marketing strategies.
- Partner cross-functionally with Operations, Revenue Management, Human Resources, Acquisitions, Investor Relations, and executive leadership to align marketing initiatives with broader business objectives.
- Co-led the rebuild of the company intranet in SharePoint, improving content accessibility, usability, and internal communication.
- Led the redevelopment of 21 property websites during a company-wide property management system transition, ensuring business continuity, brand consistency, SEO performance, and optimization for generative search and AI-driven discovery.
- Led planning and execution of JVM Realty's annual three-day company conference for 150 attendees and 30+ vendor partners.
- Led property brand refresh and repositioning initiatives, including two accelerated multifamily rebrands totaling 500 units.
- Champion a high-trust team culture centered on approachability, accountability, respect, and kindness.
- Lead company-wide philanthropic and employee engagement initiatives, including ALS and breast cancer fundraising walks.

### The Habitat Company | Chicago, IL

*Director of Marketing | January 2024 – January 2025*

- Led the marketing department, including two direct reports and \$1M in combined departmental and advertising budgets across 20 distinct brands.
- Developed and submitted industry award entries that secured two wins, marking the company's first industry accolades since 2020.
- Managed marketing strategy for 20 core brands while providing strategic marketing support for an additional 50 brands as needed.

- Managed 30+ agency and vendor partnerships across creative, advertising, photography, videography, and digital marketing.
- Directed public relations strategy and agency partnerships, including media relations, press releases, crisis communications, podcasts, and media appearances.

#### *Integrated Marketing Manager | July 2023 – December 2023*

- Led corporate and property photography and videography strategy, delivering 70+ professional video projects and 40+ photo shoots.
- Oversaw marketing strategy for the corporate brand and 15 property brands, with responsibility for SEO, SEM, agency partnerships, and advertising budgets.
- Managed corporate website and social media strategy to strengthen brand positioning and digital presence.

#### *Digital Marketing Specialist | December 2021 – June 2023*

- Proposed and led a company-wide brand refresh, including a new logo and color palette, resulting in 14%–26% improvements across website KPIs.
- Managed website redesigns for the corporate brand and 13 property brands, improving user experience and strengthening brand consistency.
- Oversaw social media and paid advertising strategy, agency partnerships, and budgets across 12 brands.
- Developed visual identity systems, including logos, color palettes, and exterior signage, across multiple brands.
- Led the selection, onboarding, and integration of the company's first AI partnership to support leasing and customer acquisition efforts.

#### *Marketing Coordinator | September 2019 – November 2021*

- Established a drone videography partnership that produced 40+ videos across 12 brands and resulted in a published partnership case study.
- Developed a quarterly customer journey audit evaluating ~40 acquisition and brand touchpoints across 20 brands to identify opportunities in user experience, marketing effectiveness, and operational efficiency.

## **EDUCATION**

**West Virginia University** – Master of Science, Integrated Marketing Communications | December 2018

**West Virginia University** – Bachelor of Science, Print Journalism | May 2016

## **SELECTED MEDIA & THOUGHT LEADERSHIP**

Zuma – [Property Marketing Education for Onsite Teams](#) | April 2026

National Apartment Association – [What's in a Name?](#) | May 2024

Multifamily Executive – [How to Market a New Community in High-Supply Areas](#) | May 2024

RE Journals – [CRE Future Leaders: Angelina DeWitt of The Habitat Company](#) | October 2022

## **SELECTED INDUSTRY AWARDS**

**CNDA** – 43 Green – [Outstanding For-Profit Neighborhood Real Estate Project](#) | 2024

**CoStar Impact Awards** – 43 Green – [Multifamily Development of the Year](#), Chicago | 2024

## **COMMUNITY LEADERSHIP**

**Cara Collective** – Membership & Recruitment Co-Chair, Associate Board | 2024; Associate Board Member | 2023

**Alzheimer's Association** – Marketing Subcommittee | 2018–2019