



JAIME NOLAN

VICE PRESIDENT OF MARKETING AND RESEARCH

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CAREER SUMMARY

Jaime Nolan is a dynamic marketing leader with a proven track record of building brand presence and executing high-impact marketing strategies in the commercial real estate industry. As the Marketing Communications Manager for Hines, she played a pivotal role in the development and success of Fenton, Cary's first vertically integrated, mixed-use destination, cementing its position as a premier market leader. With over a decade of experience, Jaime brings expertise in curating and executing innovative marketing strategies that deliver exceptional results. Her portfolio includes advertising, branding, digital marketing, event planning, public relations, social media management, and placemaking—each designed to elevate visibility, foster community engagement, and drive sales growth for tenants across diverse industries. Jaime's ability to collaborate seamlessly with tenants, partners, and stakeholders has solidified her reputation as a trusted marketing professional who consistently delivers strong ROI.

EXPERIENCE

V.P. of Marketing and Research, 2025

Lee & Associates | Raleigh Durham Wilmington

Consultant

Branding, Marketing, Public Relations, and Social Media

Marketing Communications Manager

Hines - Fenton

Photoshoot Producer

Talbots, Inc.

Marketing Manager

General Growth Properties

Regional Special Event and Public Relations Coordinator

Federated Department Stores - Macy's Inc.

NOTABLE AWARDS

Triangle Business Journal: Space Award, Best Mixed-Use

TCREW: Best Mixed-Use Development

ICSC: 4-time Maxi Award finalist

EDUCATION

Fashion Institute Of Technology (F.I.T)

Associate of Applied Science in Fashion Merchandising

Hodges University

Bachelor of Business Administration, Marketing