

KAREN E. BUCK

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ACCOMPLISHED MARKETING / BUSINESS DEVELOPMENT / BRAND STRATEGIST

Extensive experience in real estate marketing and business development support with demonstrated success in increasing win rate for new business pursuits. Consistently enhanced market share by developing effective sales tools, creating persuasive marketing collateral, and crafting meaningful value propositions for internal and external stakeholders. Skilled writer, communicator, and strategic thinker with excellent organizational skills.

PROFESSIONAL EXPERIENCE**JLL, AMERICAS, EAST DIVISION**

New York, NY

Senior Business Development and Marketing Manager, Work Dynamics

2021 – Present

Working closely with sales leads, coordinate with functional experts in operations, pricing, and legal in the preparation of complex proposals and presentations, supporting the new business pursuit process through strategy conception and content development for regional, national and global opportunities for real estate services, including facilities management, project management, lease administration, occupancy planning, energy and sustainability, among others.

- Collaborate with team members to develop and communicate win themes, strategies and value propositions for major corporate services pursuits with a focus on financial services, technology and government entities.
- Write executive summary and develop key themes, translating complex ideas into clear and effective messages.
- Identify and execute process improvements and best practices related to business development and pursuit management to increase win rate and better position the firm's brand in the market.

COLLIERS INTERNATIONAL

New York, NY

Managing Director, Marketing, Capital Markets and Investment Sales

2017 – 2020

Supported the New York Capital Markets and Investment Sales team in the representation of buyers, sellers, investors, developers, and corporate owners for the acquisition, disposition, financing and other investment-related transactions for office, retail, multi-family, land and industrial real estate.

- Conducted market research to create original content, develop property-specific marketing concepts and value propositions for offering memoranda, RFP responses, client presentations and property marketing materials for asset sales throughout New York City.
- Helped identify compelling advantages/benefits for real estate assets to position each property in the most positive light to expedite the sales timeline, create a competitive bidding environment and achieve maximum pricing.
- Supported transactions ranging from \$50 million to over \$1 billion, representing a multitude of market niches and investment structures.

CUSHMAN & WAKEFIELD

New York, NY

Director, Americas Marketing & Communications, U.S. Agency Leasing

2013 – 2016

Supported Head of U.S. Agency Leasing in expanding firm's agency leasing platform, providing more fully-integrated solutions for institutional owners, creating more centralized client touch points and proactively driving new business nationally for office, retail and industrial sectors.

- Positioned company key qualifications to current and potential clients and internal stakeholders as leading provider of integrated, creative solutions for major agency assignments.
 - Partnered with Investor Services leadership and local market leaders, helping grow market share by providing sales professionals with strategic client intelligence and business development tools as well as leading new business pursuit support (proposal and presentation development) for major, strategic agency leasing assignments.
 - Helped increase U.S. agency leasing portfolio by 10.2% (50 million sq.ft.) and number of properties by 12%.
 - Developed thought leadership content, capabilities brochure and Intranet site showcasing best-in-class pursuit deliverables as well as other marketing collateral, promoting agency leasing platform.
 - Highlighted key wins, strategic assignments, high profile transactions, and new technology solutions through internal communications, PR, and social media to key stakeholders.
 - Assisted in implementing and promoting in-house technology initiatives, specifically CRM and digital marketing platforms, increasing efficiencies and ensuring consistency in service.
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CBRE GROUP, INC. (FORMERLY CB RICHARD ELLIS)

New York, NY

Senior Director, Americas Marketing, U.S. Agency Leasing**2012 – 2013**

Supported U.S. Agency Leasing leader in providing strategy development and execution for new business pursuits and sales support for agency leasing teams across the U.S. in office, retail, and industrial sectors. Supervised staff of three: senior proposal writer, senior graphic designer, and marketing coordinator.

- Partnered closely with senior leadership and local markets in proposal and presentation development, driving strategy, ensuring consistent branding / messaging, and developing defined process to support sales teams with new business pursuits for select, high-level agency assignments.
 - Consistently achieved win rate of 80% for new business pursuits, representing more than 28 million square feet.
- Worked with senior leadership in identifying and communicating firm's value proposition to brokerage professionals nationally, facilitating cross-selling with internal teams and developing communications to share tools and resources with brokers throughout the U.S.
- Created thought leadership content, monthly newsletter, brand value proposition statement, property on-boarding playbook and other marketing collateral and sales tools, supporting agency leasing platform.
- Worked closely with Property Marketing group in developing creative marketing plans for trophy assets, including repositioning strategies, brand development, social media, PR and traditional print collateral.

Senior Director, Enterprise Marketing, Americas**2008 – 2012**

Worked with senior leadership in leading specialized marketing group focused on national and international new business opportunities for select, high-level pursuits that met pre-established revenue / size thresholds. Supervised staff of four: senior proposal writer, creative director, graphic designer, and marketing specialist.

- Supported brokerage teams in new business pursuits for tenant representation, agency leasing, investment sales / capital markets, and property management, as well as integrated corporate and investor services.
- Partnered with sales professionals across the U.S., responding to RFPs and creating presentations, including strategy and content development, coordination of key messages, and customized design.
 - Consistently achieved win rate of 65% or higher, resulting in revenues of \$60 million annually.
- Produced quarterly reports for senior leadership, highlighting new pursuits and business development track record.

Director, Marketing, New York Tri-State**2003 – 2012**

Managed marketing department focused on supporting brokerage teams with new business pursuits and promotional activities throughout New York City and the Tri-State area. Supervised staff of 11: proposal writer, two graphic designers, two marketing specialists, and one production assistant in Manhattan as well as two proposal writers and three designers in New Jersey and Westchester/Connecticut offices.

- Supported brokerage teams in pursuing new business for tenant representation, agency leasing, investment sales / capital markets and property management assignments for 300+ brokers in five offices.
- Partnered with sales professionals in responding to formal RFPs and preparing presentations, including content development, key messaging and customized layout and design, creating more than 500 deliverables annually.
- Coordinated property marketing activities, including flyer development and distribution as well as customized marketing collateral, including property brochures, event invitations, and advertising.

INSIGNIA / ESG (ACQUIRED BY CB RICHARD ELLIS IN 2003)

New York, NY

Associate Director, Marketing, New York City**1996 – 2003**

Oversaw proposal and presentation development team in supporting brokerage professionals with new business pursuits in areas of tenant representation, agency leasing, investment sales, and property management.

EDUCATION**MASTER OF ARTS (MA)**, Communications and Media Studies, Fordham University

Bronx, NY

BACHELOR OF ARTS (BA), English, Iona College

New Rochelle, NY

ACHIEVEMENTS

Manager Innovation Award, CBRE

2008

New York Tri-State Employee of the Year Award, CBRE

2003
