



Christina Watson

Brand Consultant Specializing in Luxury Real Estate

New York, New York | Real Estate

Current Aspyre Solutions
Previous Company A, Company B, Company C
Education University of Colorado, University of Manchester

500+
connections

<http://www.linkedin.com/in/christinawatson>

Summary

Christina Watson is a strategic brand consultant and real estate specialist specializing in luxury waterfront properties in the Miami Beach market. Combining her background in brand development, advertising, and high-end real estate sales and marketing, she helps established brokerages and firms enhance their brand identity and multi-channel marketing efforts to increase visibility, and more effectively engage with potential customers.

With more than a decade in the business world, Christina has a solid reputation as a competent, responsive, and honest expert in her field that buyers and sellers seek when purchasing and selling high-end properties. With millions of dollars in deals, she has become a recognized name in the industry.

Outside of real estate, she brings over 10 years of expertise in marketing, advertising, promotions, sales, and business development, combined with exceptional presentation, communication, customer service, analytical, and problem solving skill sets. Exercising creativity and initiative, she continually remains abreast of evolving trends and current affairs within today's business marketplace.

Experience

Brand Development Consultant

Aspyre Solutions

July 2014 – Present

Brand consultant specializing in the luxury real estate market, helping clients strengthen their brand identity and develop integrated marketing campaigns across digital, social, and email channels. Partners with established brokerages to drive new business, and develop marketing strategies to promote properties to potential buyers and tenants. Guides marketing teams in delivering integrated marketing strategies, impactful brand identities, online advertising campaigns, promotional events, and referral marketing programs.

VP of Marketing & Sales / Partner

Company A

October 2012 – July 2014

Led marketing, sales, and brand development efforts credited with generating more than \$5M in annual revenue for a luxury real estate firm. Oversaw the creation of new brand identity, advertising campaigns, website strategy, and marketing collateral. Developed cross-promotional relationships and co-branded products with other internal divisions. Additionally assisted with recruitment and staffing initiatives.

Director of Marketing & Sales

Company B

November 2008 – September 2012

Directed a 12-person sales team in establishing and growing the US extension of a successful European fitness brand from the ground-up into a \$1.5M operation. Guided the successful re-launch of the in-home sales program, achieving 85% of sales distribution in the US, and expanding the brand presence to Mexico, South Korea, and Japan. Developed go-to-market strategies, and ensured cohesive visual branding across all campaigns, collateral, and digital, social, and broadcast components. Generated revenue through key relationships with retail distribution partners.

Account Executive

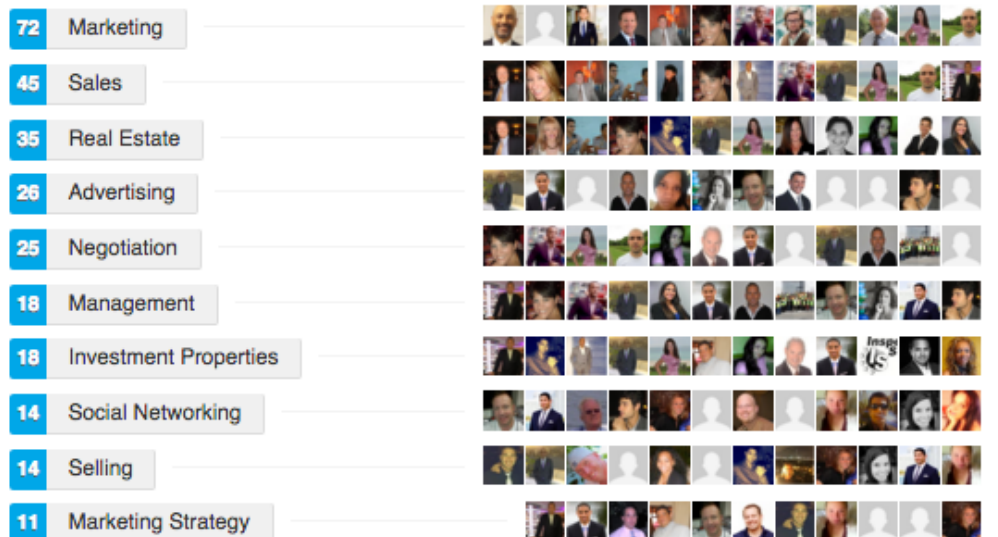
Company C

January 2006 – November 2008

Managed agency relationships with key client accounts including American Express, Bristol-Myers Squibb, Bank of America, Miller, Sprint, Merrill Lynch, and Yahoo. Supervised budgets and media plans, and developed creative briefs for global advertising and promotional campaigns.

Skills & Endorsements

Top Skills



Skills To Add: Branding, Brand Development, Brand Management

Education

The University of Colorado

MBA, Marketing & Advertising
2002 – 2004

The University of Manchester

BBA, Business Administration
2000 – 2002

Certifications

Real Estate Sales Associate

DPBR

Languages

French

Native or bilingual proficiency

Volunteer

Causes Christina cares about:

- Animal Welfare
 - Children
 - Civil Rights and Social Action
 - Education
 - Human Rights
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Additional Info

Interests

Biking, Travel, Sports, Philanthropy, Music, Movies, Entertainment

Advice for Contacting Christina

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