

JILL MCCARTHY, MBA

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ENTERPRISE MARKETING & COMMUNICATIONS BUSINESS TRANSFORMATION – EXECUTIVE LEADERSHIP

Driving meaningful results through the leadership of brand strategy and high-impact initiatives

- Experienced Marketing Leader with expertise building and leading effective strategies that increase revenue, customer engagement, and competitive differentiation.
- Leads the development of marketing plans, strategies, and communications campaigns that increase brand awareness and engagement. With Federal Realty Investment Trust, directs marketing and a multimillion-dollar budget to increase awareness among B2B and B2C audiences.
- Offers a history of results leading branding and rebranding initiatives, including the creation of a residential brand from the ground up that yielded one of the quickest pre-leasing programs in the history of the company. Led brand refreshes for individual portfolio properties, including directing creative, website developments, app creation and brand kits.
- A demonstrated record of success establishing strong and effective marketing and communications programs in a series of positions with Federal Realty Investment Trust and Whole Foods Market.



AREAS OF EXPERTISE

Seasoned Marketing Executive Strategist – Creative Direction - Builds & Leads Strong Teams

Skilled in Campaign Analysis & Improvement - Leading Relationships with Community Partners

Developing Internal Communications - Multimillion Dollar Budget Administration – Website Development

Managing Digital & Social Media Engagement

PARTNERSHIPS & COLLABORATIONS

Canopy by Hilton – ANTHROPOLOGIE & CO. – Greystar – REI – Levain Bakery – January 3rd – Foxtrot – Warby Parker

GLOSSLAB – Athleta – CAVA – gorjana – Heyday – Axiom – ThinkFoodGroup – west elm - UNIQLO

Professional Experience

2016 to Present • FEDERAL REALTY INVESTMENT TRUST • North Bethesda, MD

Federal Realty Investment Trust invests and develops mixed-use and traditional shopping centers in first-ring suburbs.

Senior Marketing Director, Strategic Initiatives and Business Development

Promoted in 2022 from Marketing Director in recognition of significant expertise, contributions, and service. Charged with expanding improved best practices from one mixed-use 24-acre development to a portfolio including more than a dozen assets in the Northeast, Mid-Atlantic and South Florida. Leads vision, strategy, and execution for all facets of marketing, with a focus on bolstering the visibility of 6.9 million square feet of real estate among prospective tenants in the high-end retail, best-in-class restaurants, luxury residential, and office markets. Maintains accountability for formulating and administering a multi-million-dollar budget to build B2B and B2C connections.

- *Credited with redefining the Marketing team and establishing an in-house agency dedicated to strengthening brand messaging, reducing costs, sustaining strong tenant relationships, and identifying target audiences.*
- *Coordinates and leads digital marketing strategies to foster engagement through social media and websites across more than 20 accounts marked by 300% year-over-year growth. Develops and executes email marketing campaigns with open rates ranging from 25% to 74%. Led and launched dynamic shopping app, available through the App Store.*
- *Restored forward progress to a \$500+MM redevelopment that established outsized consumer market share, recording setting residential rent rates and a better than market office lease-up timeline.*

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- *Leverages compelling storytelling through creative campaigns that effectively communicate the value proposition of the company's properties. Developed an award-winning campaign that highlighted the company's ESG commitments.*

2006 to 2015 • WHOLE FOODS MARKET • Rockville, MD

Whole Foods Market is a multinational supermarket chain known for its selection of natural & organic products.

2011 to 2015: Regional Director, Mission and Purpose

Promoted in 2011 from Team Leader to a position of increased influence, authority, and accountability.

Authored and distribute internal communications to executives and 10,000 team members in eight states focused on the company's Corporate Social Responsibility at the regional, national, and global levels. Served as the region's subject matter expert and panelist for community and media outreach on behalf of 46 stores.

- *Served as a liaison for three company-sponsored nonprofit organizations, administering a \$15MM budget for school and community garden grants, micro-lending initiatives, and employee immersion experiences.*
- *Navigated the region to raise the most funds through the Whole Kids Foundation for the benefit of elementary schools, issuing the highest number of grants to establish gardens and salad bars in schools.*
- *Consistently raised the most money year after year for the Whole Planet Foundation. Developed a formal system to govern the selection of employees to travel to countries in support of the communities in receipt of micro-loans.*
- *Coordinated outreach and onboarding of local food vendors in a forager role to secure new products for Whole Foods Market. Marketed open calls for products and listened to pitches in new and untapped markets.*
- *Championed sustainability initiatives including regional recycling and composting programs, and the development and adoption of closed loop recyclable utensils throughout cafes company wide.*

Early Career

Team Leader, Whole Foods Market, Bethesda, MD

Director, Kentlands Citizens Assembly/Community Management Corp., Gaithersburg, MD

Territory Manager, EdSolutions Inc., Waldorf, MD

Education

UNIVERSITY OF MARYLAND
Master of Business Administration

THE CATHOLIC UNIVERSITY OF AMERICA
Bachelor of Arts Degree in Education Policy and Reform (Minor in Philosophy)

Testimonial

"I've had the pleasure of working with Jill for more than three years now and have enjoyed the opportunity to collaborate in creating dynamic integrated communications campaigns. Beyond her professionalism and dedication, she's a strategic thinker, very creative and an effective brand builder. Her passion for digital marketing makes her an incredibly valuable asset as well." -

Quote from Colleague