



Jennifer Nash
PR & Comms Credentials

Jennifer Nash – Expertise / Affiliation Summary

Jennifer's core experience is PR & Communications copy writing and strategic planning with vast employee engagement solutions, stakeholder communications, persuasion and influencing for win-win outcomes. Among my highest achievements are destination and place-making for Soho, London. Lifestyle Magazine editorial content curation with b2b marketing; global luxury, retail merchant services and property management in Africa, USA & UK.

Current consultancy roles include: Internal Comms (Construction client side) NDA in place (2) Lead PR & Comms (agency side) IMEX Elite Standard – Property Developer and construction.

- Stakeholder & Community engagement specialist at private and government level relations.
- PR Communications, CEP, E-mail & Field marketing for Print & Digital Media
- Extensive multi-national experience in strategic brand development and repositioning.
- Paid, Earned, Shared and Owned media management.
- Planned and Reactive Lifestyle events and projects.
- A keen International Liaisons & Communications diplomacy protégé'
- Associate member of Institute of Residential Property Management (England & Wales)
- Associate member Urban Land Institute (USA & UK)
- North American ESL graduate with Copy writing skills | Luxury Retail Diploma - USA
- Public Relations Communications Association (PRCA) Member
- PR & Advertising BA Hons – First class candidate (UoW)
- Jennifer is a Wife and Mom first; who is passionate about Social Justice and is an aspiring Philanthropist with a volunteering resume from Flying Doctor Services, American Cancer Society, Oxfam, Shaw Trust and now is the founding patron of The HML Foundation.



PR & Communications Experience in these Areas & Industries



Place-Making



Destination Marketing



Community / HR Engagement



Retail & Leisure



Property Construction & Regeneration



Travel & Tourism



Luxury & Lifestyle



Graduate Mentorship



Banking & Financial Services



Book Launch and Publishing



Event Planning



Summary of PR & Communications Portfolios



Integrated Communications Expertise: Radio, TV, Expos, Events, Press & Social

My Communications strategy experience ranges from B2C and B2B Communications which I have seamlessly integrated to ensure a consistent approach and messaging



Magazines



Television



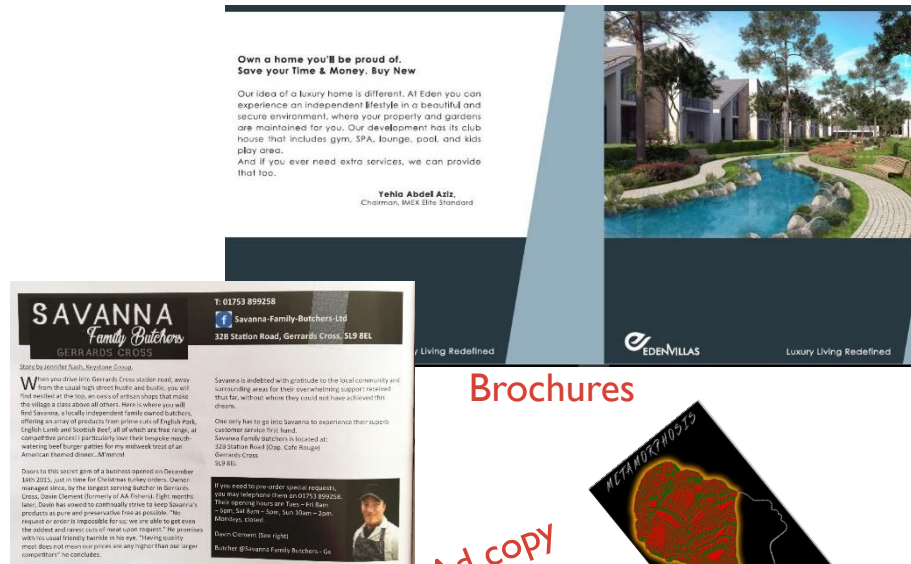
Press Advertorials



LaVinci Hair & Beauty Lounge
@lavincilounge



Social Media

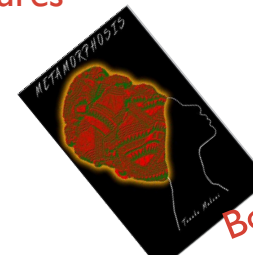


Brochures

Native Ad copy



Events



Book Launch



Who. What. Where. When.

How.

With extensive experience of living, working and implementing solutions in developing countries enhanced by experience of working in USA, Africa, and UK, I have delivered locally 'cultured' comms.

This on-the-ground specialist knowledge is underpinned and supported by a broad range of working in the highly regulated Commercial and Residential Property Management which requires agile PR & Communications expertise, stakeholder communications and community engagement skills and a large dossier of valuable contacts worldwide.

My PR and Communications strategies are coordinated with and supported by the wider savvy key network, including specialists industry experts in Media, Retail, Healthcare, Real Estate, leasehold enfranchisement, Government level Planning and Procurement, Research, Insurance. As well as offering leading industry expertise through influencers. I have instrumentally planned media appearances and CSR partnerships for SME's, Brands and Trans National Corporations like Standard Bank, Peroni, BMW and Harrow town centre.



Hard and Soft Skills

Press Relations

- b2b PR - print media, blogs & on-line
- b2c PR - print media, blogs & on-line
- Communications (Press Kit)
- Press launches & events

Public Relations

- Copy Writing
- Press Release
- Crisis Management
- Thought Leadership
- Speeches and By lines
- Influencer management
- Brand identity and Reputation
- CSR Event Management
- Native Content placement
- Social Media PR Engagements
- Email marketing / blogs / Articles
- Property & Block Management
- Client, Tenant and Landlord Relations
- Benefits and Rewards management
- Celebrity Endorsement / Activism
- Stakeholder Comms / Management
- Local community Engagement & Consultation

Marketing & Communications

- Brand Development & Strategy
- Marketing Communications
- Digital and Social Media Strategy
- Communication frameworks, Strategies and plans
- Event Development and Management
- Sponsorship
- Brand Collaborations (field marketing)
- Awards & Loyalty Schemes

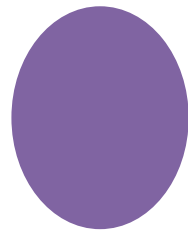
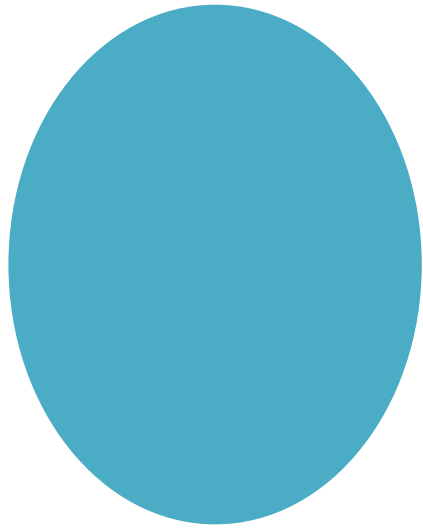
•Advertising

- Ad Copy
- Creativity & Art Direction
- InDesign basic skill
- Typography
- Colour Theory
- Type culture
- Neural Marketing
- Web design page layouts

Research & Analysis

- Qualitative & Quantitative Research
- Analysis & Surveys
- Measurement & Evaluation
- Summative & Formative





Summary Mixed Portfolio

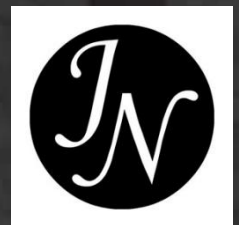
As a Consultant / Account Director



Imex Elite Standard

The Eden Villas Project (2018)

Lilayi Eureka Park, Lusaka, Zambia



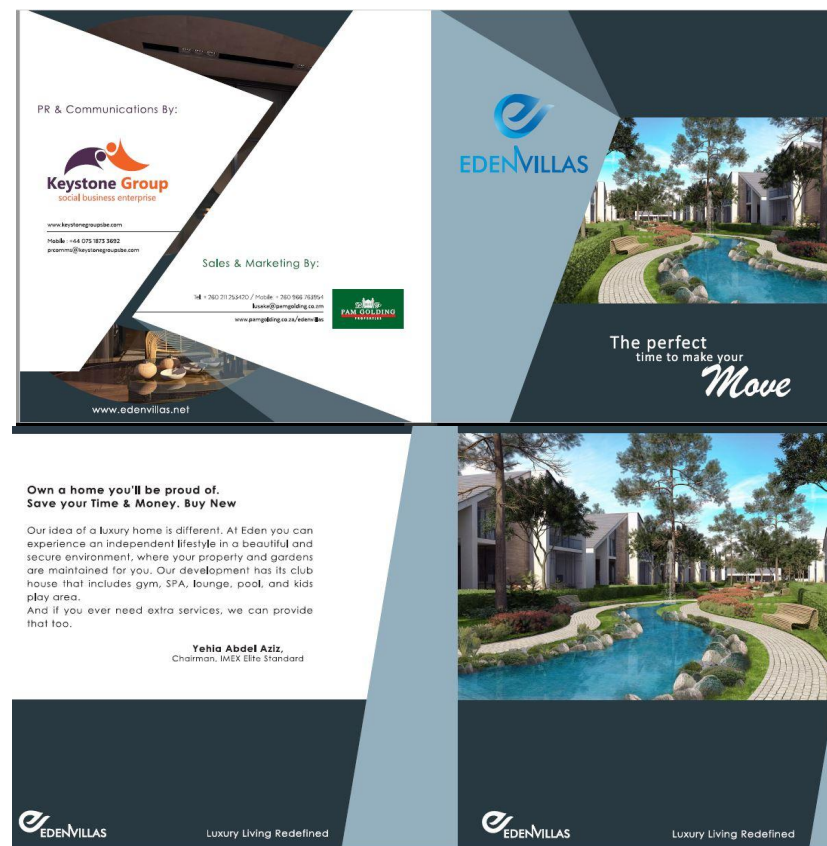
Brand Ideation Marketing Materials for Off Plan Residential Development in Lusaka

Aims:

- Conceptualise Brand Identity
- Create Brand Heuristics
- Develop Copy for marketing Collateral
- Produce a ground breaking event
- Support Estate Agent Sales of 11 Units
- Deliver brand key message

How

- On-going programme of pro-active engagement
- Formal (meetings and presentations) and informal (lunches and dinners)
- Regular meetings with Developer MD / PGP Estate agent
- Identify and establish PESO channels, Engage via social media and monitor NPL
- Produce a Ground-breaking experiential exhibition using a live drone video feed from site.
- Draft a key note speech for the property developer MD
- Curate event program, manage stakeholders, press,



Provided copy for brochure



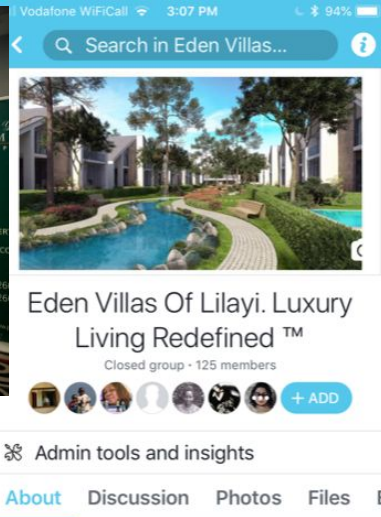
Designed Event Invites + Copy



Established brand Identity & tone
(Name + Tag line copy)



Evaluation and measurement post ground breaking event



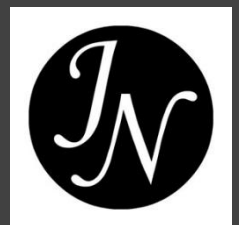
Drafted CEO's Speech and established event program

Achieved
85% Event
Attendance

Gained
125 Engaged /
hot leads

Achieved
Event
ROI within
6 months

PaymentSense.
242 Acklam Road
London, W10 5JJ
United Kingdom
2016 /17



Manage and Deliver Stakeholder Communications and Community Engagement in South East

Aims:

- Mission is to support small businesses by helping them meet the growing demand to accept card payments. From card machines to online payment gateways and virtual terminals, PS provides a range of merchant services to over 60,000 independent businesses across the UK and Ireland.
- How
- Pro actively Identify and communicate with small business and increase merchant solution conversions
- Regular meetings with Small Business Owners to examine their bank statements and establish areas of improvement for their ROI
- Establish payment solutions and gateway pathways
- Draft contracts and establish after sales comms
- Connect client to internal teams for client retention and ongoing relationship management
- Promote WOM and integrate PR & marketing comms



capital
ontap



Trustpilot

- Consistent South East leader board poll position
- Improved brand heuristics in Bucks County
- 200 % increase in SEO ranking & website click throughs
- 98 % SME Conversions
- 98.2 % Trust Pilot rate increase
- Consistent WOM repeat referrals
- 90 % Customer retention and contract renewals

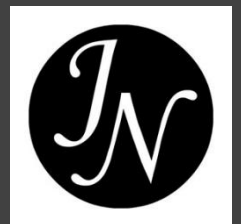


La Vinci Salon Launch

32 Station Rd, Gerrards Cross SL9 8EL

Gerrards Cross, Bucks

(2016)





In 2016 La Vinci approached me help re launch a hair & beauty salon in a very saturated and competitive market town of Gerrards Cross

The Challenge

What:

- Management Buyout of a failing hair salon
- Drive Positive perceptions and encourage WOM
- Smoothly navigate any individual sensitivities
- Maintain existing clients while inviting new ones
- Manage transitional reputation via social media
- Sell the idea of a black ethnic minority running a salon in a predominantly 'white' community

How

- Re Brand salon with a fresh and inviting feel
- Launch event (with snacks, service discounts and samples / free consultation)
- Regular meetings with new owner
- Created social media accounts from scratch.
- Engaged followers and monitored comments in real time
- Establish press relations to announce relaunch
- Train SMT to manage / engage on Social media platforms



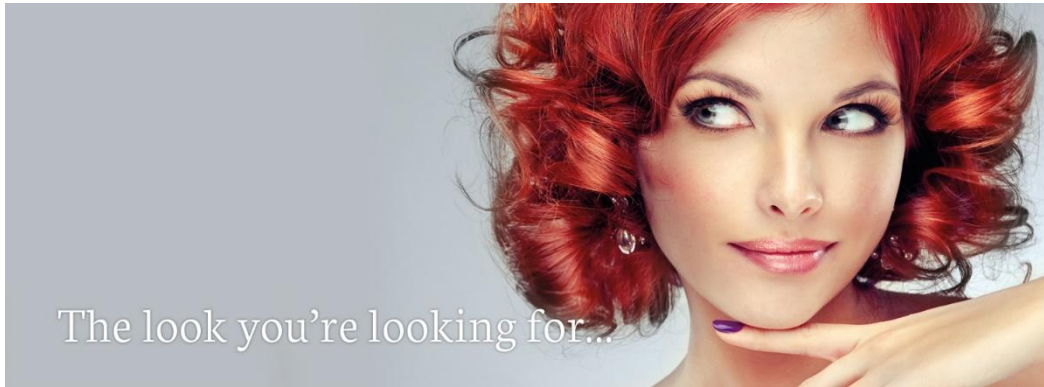
BEFORE



AFTER



La Vinci Hair & Beauty Lounge: The new brand delivers wit, fun and relaxed pampering



The Red head

- Headshot of a brunet was chosen for its rarity
- The image encapsulates the dare to be different yet classy look
- The eyes of the model are looking sideways for cheekiness
- The model has a complete beauty outlook from hair and skin texture – but is in full makeup and nail polish (hand on chin) to emphasise the option of wearing make up
- The Tag line is in light white font on a grey back ground for a subliminal message that life is not always black and white – there some grey areas too



The Logo head

- Headshot logo play on with lime green font colour that reflects natural health, peaceful freshness and vibrancy
- The image border in grey to define the hair silhouette with a splash of green eyelashes
- The text typography is comic Sans with a lavish 'L' swish to embrace the words on top and below it
- Finally the hair & beauty lounge text copy completes the idea of the salon is beyond hair. Its for pampering and relaxing





Established Social Media and Offers

Vodafone WiFiCall 8:36 PM

you're looking for...

LaVinci
@LaVinciGx

The exclusive cosmopolitan no rush, no fuss, hair and beauty lounge to chat, relax & experience the ultimate pampering with your personal stylist or beautician.

South East, England,
lavinci-gx.co.uk

Tweets Media Likes

Your Tweets will be here.

Send your first Tweet

Home Notifications Moments Messages Me

BlissHub Partners (5) LaVinci Hair & Beauty Hair - LaVinci Hair & Beauty New Tab

www.lavinci-gx.co.uk/hair

OPENING SPECIAL OFFERS!

- FREE Conditioning Treatment worth £20**
with any hair service over £60*
- FREE Glossing Treatment worth £30**
with any hair service over £60*
- FREE Cut and Finish**
when you introduce a friend**

header-blonde.jpg Show all

Windows taskbar: 19:26 26/10/2016

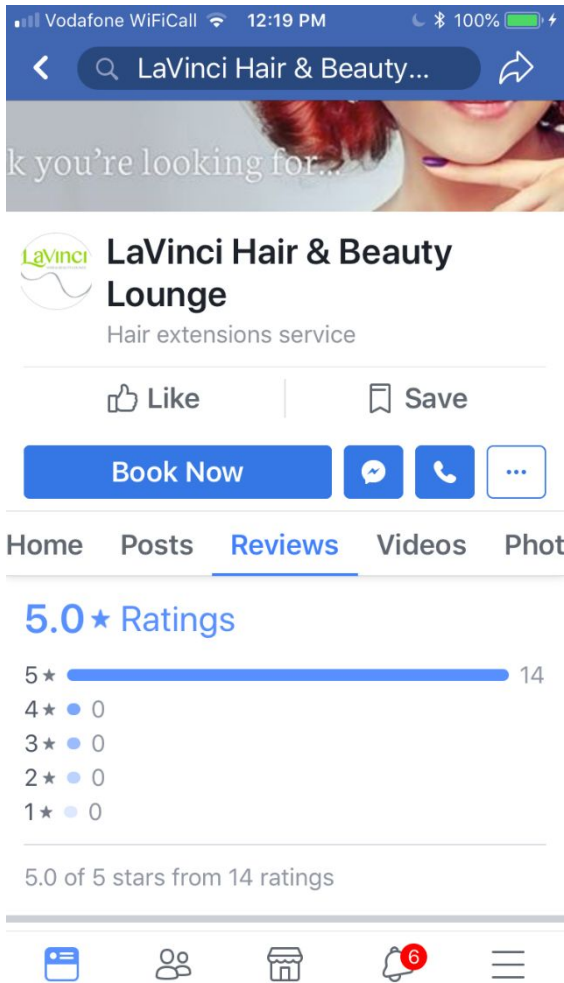


Created offers and discounts for first 3 months

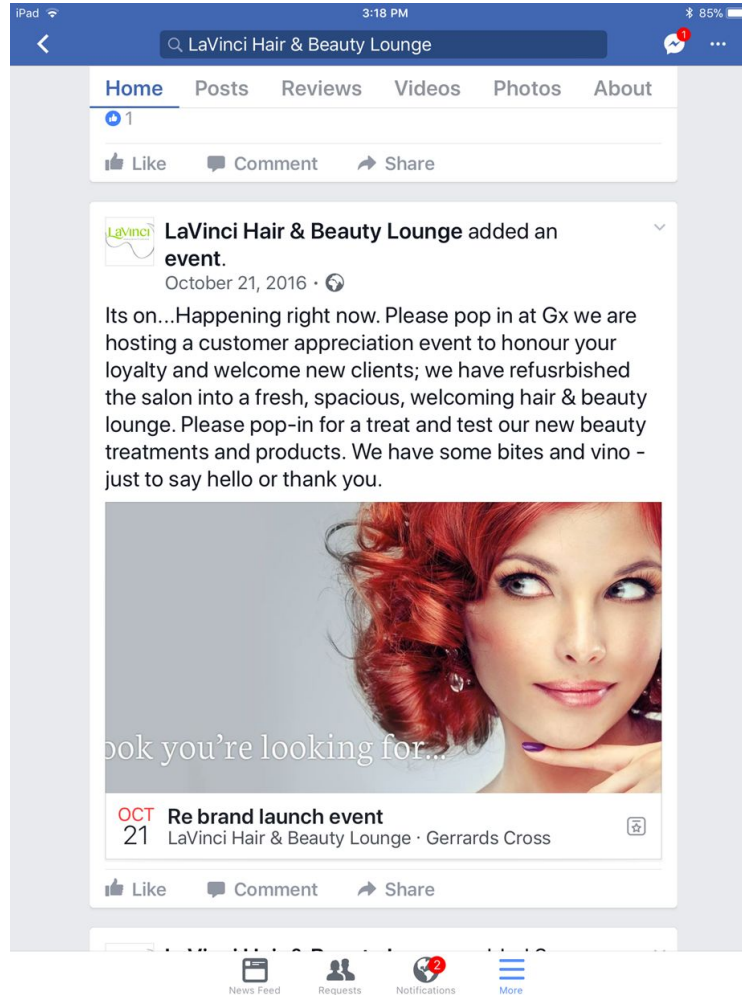




Measurement and Evaluation post re-launch

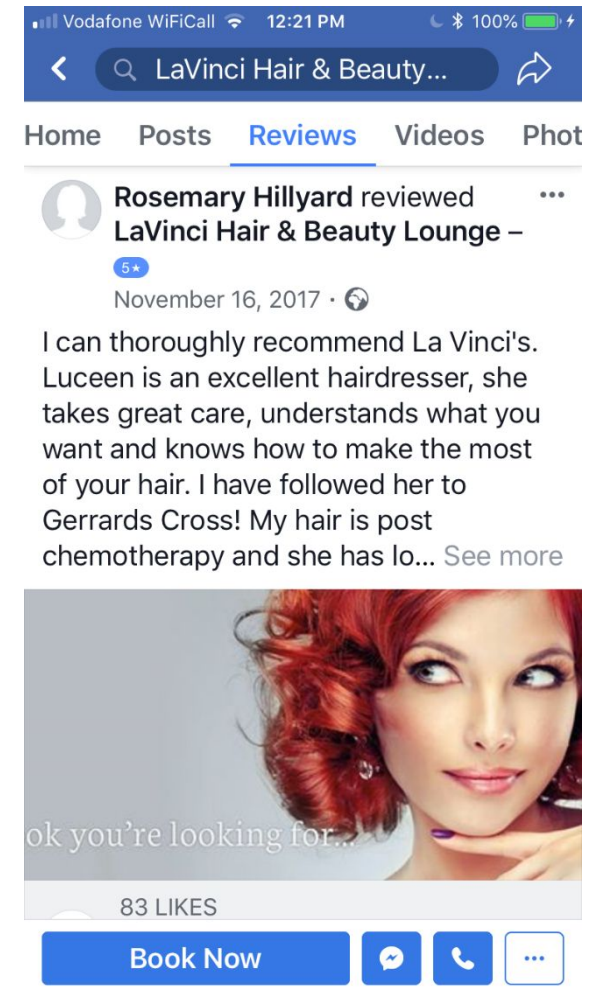


100 %
5 Star
Ratings



200 % new
customer
acquisition

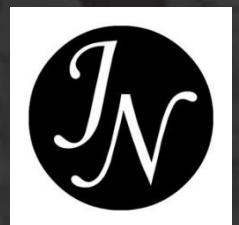
Achieved
positive brand
heuristics



85 %
Customer
Retention



**The HML Foundation
Non Profit Organisation
The Genesis Library Project (2017)**





Launched NGO in Zambia Volunteer recruitment & positioning for donor funding

Stakeholder Communications & Community Engagement

Aims:

- Keep stakeholders updaters on progress
- Drive Positive perceptions and encourage WOM
- Smoothly navigate any individual sensitivities
- Monitor changing SWOT landscape
- Manage online reputation via social media

How

- On-going programme of pro-active engagement
- Formal (meetings and presentations) and informal (lunches and dinners)
- Regular meetings with Lusaka City Council
- Engage via social media and online forums and monitor comments
- Use pop-up library as stakeholder exhibition space



10
Volunteer
Sign ups

1 Franchise
take up

2 donor
funding
Offers
WIP

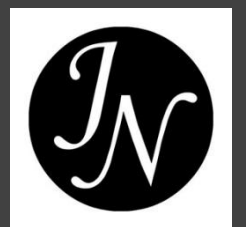


DentFix Ltd

1c, Corinium Industrial Estate, Raans Rd

Amersham, Bucks

98,000 SF (2016/18)





Repair brand reputation due to bad press because customers cannot get appointment

The Challenge

- Bad press and negative feedback due to long waiting periods
- Customer Perception management
- Work turn around too long
- Over saturated marketing
- Replace ads with articles in local magazines

Solution

- Analysed customer insight and segmentation
- Encouraged brand collaborations with dealerships
- Drafted PR articles for local magazines

Email Marketing and PR Strategies

Sent two separate emails

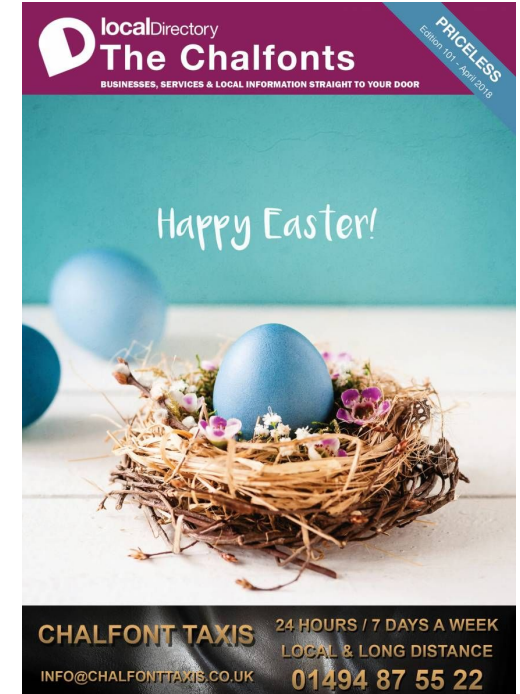
1. Retain & reward existing customer
2. Appease & Assure new customers

Social Media Strategies

1. Revamped social media accounts with new imagery / re worded blurbs
2. Routinely posted engaging content
3. Stopped all self promotional content posts
4. Created customer appreciation offers and deals
5. Monitored and improved customer response time
6. Timely intervened or abated crisis's from escalation
7. [unclear]



70 % email open rate / interaction on



200 % customers Reach, Resonance and Reaction from native advertising

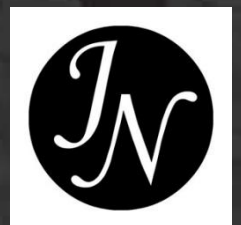


- 600 % combined increase in brand heuristics
- 200 % increase in SEO ranking & website click throughs
- 98 % Follower increase on all platforms
- 78 % Social media engagement increase
- 4 local media mentions



In The Local Press / Magazines

Samples of Articles



Summary Copy writing

Have produced PR & marketing copy for local magazine articles, blurbs for personal social media profiles, full Press Kits, Blogs and Celebrity endorsements. This page showcases some samples of my writing styles.

Press Kit

1. SAMPLE PRESS RELEASE TO BE SENT IN PDF:

Contact: Jennifer Nash
Oxford
Owl 2TV
Save The Children
Phone 01494 555 5555
Fax 01494 555 5555
jenn@save-the-children.org.uk

Oxfam and
Save The Children

Press Release

Global Charities Merge to Save The World

Oxfam and Save The Children in a cost saving collaboration

London, October 30, 2017. Members of the press are invited to join two UK's international charities Oxfam and Save The Children (STC) at their joint Press Conference on November 1st, 2017 at The Bull Hotel, where they will announce details of their merger. The decision comes as a direct response to the rising operational costs and challenges in achieving performance targets the two organisations have faced in their individual capacities in supporting people who need emergency aid and development support worldwide.

Their joint spokesperson states that the merger will be progressed in 3 stages starting from the end of Q4 in 2017. Both Charities will retain their unique brand names while having a hybridated existence. Going forward however, the organisations will not risk the potential of rebranding and uniting the two into one emblematic identity that will showcase their collective vision as a united International Non-Profit Organisation (INGO).

With a combination of 170 years of experience between them; the two charities have been very active and are respected non-governmental organisations operating in over 90 countries worldwide, their combined work reaches millions of the world's most marginalised people, surviving in the most difficult conditions.

As at 31st December 2016, STC employed 1,185 staff both in the UK and on the international front (including those on short term contracts). The organisation says there will be no change in these statistics as in addition to the UK organisation, there are 29 other national Save The Children organisations who are members of the Save The Children Alliance, a global network of non-profit organisations supporting local partners in more than 120 countries around the world. While on the other hand, Oxfam GB currently employs 5,300, and expects to cut 125 jobs in the UK as part of a rebrand in which the charity will scale back the delivery of large development projects in middle-income countries to focus on policy and advocacy.

In a tweet (@SaveTheChildren, Melanie Kramers Senior Press Officer at Oxfam said, stated "Stonger Together" with RT threads saying, "We couldn't achieve what we do without our partners, and in return we work hard to find creative ways to meet our mutual sustainable business objectives. A collaborative partnership with Save The Children is a mutually beneficial relationship for Oxfam. It means collective funding, support and increased visibility for our work fighting poverty." Kramers added in subsequent tweets:

"The merger means a bigger chance to make real social impact, drive customer and staff loyalty, strengthen the brand's purpose and increase market outreach for both of UK's most loved charities." CEO, Elisabeth Pfirrmann, Richard Littlefield commented in a reply tweet:

In a statement released on their website; Save The Children International CEO Heide Thoring-Schmidt has embraced the merger as a welcome and an inevitable partnership. "Together we are stronger. The impact of child poverty can be devastating – and it cuts a rib. Around the world, the poorest children are most at risk of disease, malnutrition and stunting. Joining hands with Oxfam could not have come at a better time when the world needs a united front now more than ever."

In a joint statement, the charities, stated that the merger would also mean widening their support network through their shared Social Media platforms, to act as one voice for all their mutual concerns.

Released by Joint PR Agency: The HILL Foundation PR, London

Contact: Jennifer Nash, Press Secretary

ENDS-

Notes to editors

Press Conference Location:

- Date: 1st November 2017
- Time: 10:00 AM – 10:30 hours
- Address: The Bull Hotel, Oxford Rd, Gerrards Cross SL9 7RA
- Phone: The Bull Hotel Contact: 01753 855555
- Website: <http://thebullhotel.com>
- Please parking outside the site

FOR IMAGES AND LINKS: Please see the following guidelines:

Oxfam has a Press Office. For more information or to arrange an interview please contact Melaine Kramers, tel: 01235 200004, m.kramers@oxfam.org.uk
Save The Children Office: www.save-the-children.org.uk
Journalist media enquiries: please call +44(0)7531 650409 or email more at www.savethechildren.org.uk
Notes that Save The Children press office only deals with enquiries from the media.
If you are not a member of the media, please use the public enquiries line: +44(0)20 7012 6040.

Save The Children media team on 020 7012 6041:

- Head of PR - Helena Wiltshire
- Head of News - Gemma Parks
- If you call to book a press conference, please call +44(0)7531 650409 or email more at www.savethechildren.org.uk

Notes that Save The Children press office only deals with enquiries from the media.

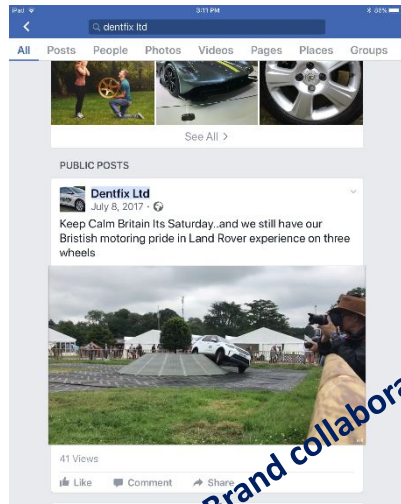
If you are not a member of the media, please use the public enquiries line: +44(0)20 7012 6040.

3. Journalist Q & A's:

- Who is the individual delivering the Press Briefing?
It is a joint press briefing delivered between the Oxfam Press Secretary Melaine Kramers & The STC -Head of PR - Helena Wiltshire
- How far ahead can I get my Press Pass?
Provided you RSVP, your Press Pass will be available on site at the event venue
- Who is acquiring who... or is this an equal merger?
The details of the merger are sealed and will only be officially released when the press briefing so would be good if you can attend.
- When did the two charities decide to merge?
The final decision was made last night in a 3-month long consultation period
- How will Oxfam decide which of the 125 staff to be laid off?
Non-essential staff will be given an opportunity to 'opt' out of their current contracts in return for a decent severance package.



Celeb Endorsement



Brand collaboration

Native Ad



Story by Jennifer Nash, Keystone Group.

When you drive into Gerrards Cross station road, away from the usual high street hustle and bustle, you will find nestled at the top, an oasis of artisan shops that make the village a class above all others. Here is where you will find Savanna, a locally independent family owned butchers, offering an array of products from prime cuts of English Pork, English Lamb and Scottish Beef, all of which are free range, at competitive prices! I particularly love their bespoke mouth-watering beef burger patties for my midweek treat of an American themed dinner...M'mmm!

Savanna is indebted with gratitude to the local community and surrounding areas for their overwhelming support received thus far, without whom they could not have achieved this dream.

One only has to go into Savanna to experience their superb customer service first hand. Savanna Family Butchers is located at:

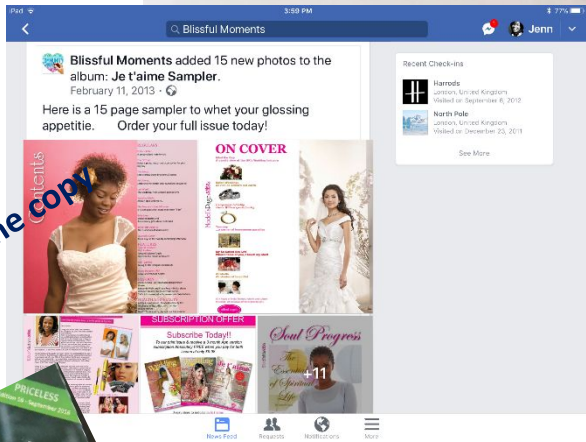


Kate Ekanem

Award Winning Global Citizen, Writer, Entrepreneur, Philanthropist and Girl's right activist.

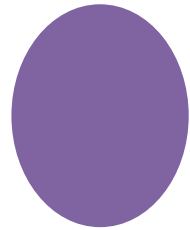
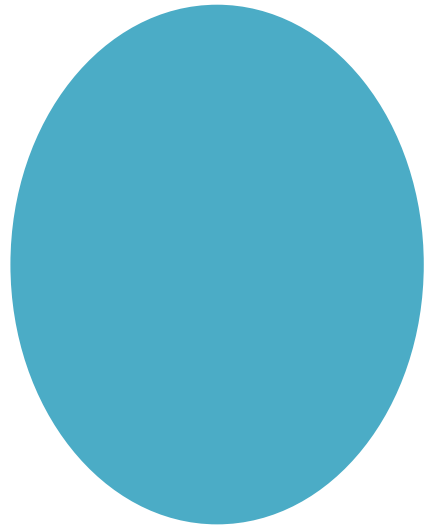
Facebook Bio blurb

Magazine copy



Marketing copy



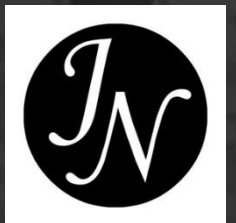


Summary Property & Construction Portfolios

I've worked on as part of a team



**The Lexicon
The Bracknell Forest Council
Regeneration Project (Recent)**



Summary Portfolio – Commercial Real Estate

Agency: Portland & Coverdale
A L & G, Schroders BFC.

Development

With striking modern architecture, stylish landscaped spaces for social activities, brand new public art, both open air and covered facilities, as well as new restaurants for a more exciting evening offer, The Lexicon will combine an exciting array of experiences in once convenient destination.

- Developed proposition to attract independent retailers and restaurants

Responsible for all PR and Marketing communications including:

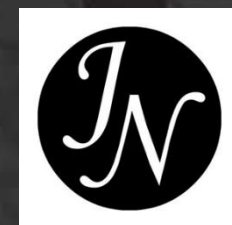
- Strategic communications planning & development
- Consumer and trade press relations
- Social media planning campaigns and content
- Local stakeholder and community relations
- Production of lifestyle magazines
- Hotels ad tourism strategy
- Milestone events and community relations
- Stakeholder Communications
- Worked with developers on mapping a Crisis Management plan



Disclaimer:

Please note the above referenced do not represent or constitute a claim by individual body of experience. The list of clients or projects mentioned above are an amalgamation of my individual Kcontribution as a team members' work experience through past employment. If you seek reference from any of the above this can be provided on request on an individual merit of the named person only; through their associated former employers or client whichever maybe applicable.

The Portman Estate
Portman Village & Chiltern Street
Marylebone (2015)



Summary Portfolio

The Portman Estate - Portman Village & Chiltern

Street

- Developed proposition to attract independent retailers and restaurants

Responsible for all PR and Marketing communications including:

- Strategic communications planning & development
- Consumer and trade press relations
- Social media planning campaigns and content
- Local stakeholder and community relations
- Production of lifestyle magazines
- Hotels and tourism strategy including Andre Balazs at Chiltern firehouse and Zetter Marylebone
- Seasonal events and Street Party
- PR for the sale of Marble Arch House to British Land
- Working with TPE to develop corporate profile



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Summary Portfolio

Chiltern Street in the Press



In London



Vogue



The Telegraph Luxury

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Summary Portfolio

The Portman Estate - Portman Village & New Quebec Street & Seymour

- Place**
- Developed proposition to attract independent retailers and restaurants
 - New Quebec Street - local shops, lifestyle brands & services
 - Seymour Place - International dining destination

Responsible for all PR and Marketing communications including:

- Strategic communications planning & development
 - Consumer and trade press relations
 - Brand's PR including: Eliska Interiors, The Grazing Goat, Buy My Wardrobe
 - Social media planning campaigns and content
 - Stakeholder and local community relations
 - Production of lifestyle magazine, The Villager & e-newsletters
 - Hotels ad tourism strategy including the launch of the new Zetter Hotel, Marylebone, this summer
-
- Seasonal events and Street Party

Disclaimer:

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My Retail Experience

Includes developing and delivering:

- Large scale brand positioning and re-positioning campaigns
 - Marketing and PR strategies
 - Tourism marketing strategies
 - Events including press launches and in-store customer events
 - Strategies to retain and acquire high spending customers
 - Collaborations and strategic partnerships with third party brands
 - Loyalty schemes
 - Generating income from indoor and outdoor spaces
- ...which are all designed to drive footfall sales and, in some cases, perception change.



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Summary Portfolio

Retail Experience through Je t'aime

Victoria Secrets

- Represented Victoria's Secrets (The worlds biggest lingerie brand) on a large scale-repositioning campaign designed to attract brides.

The Jewel & Klaus Rygaard, Lusaka

- Developed commercially successful tourism marketing strategy, targeting key overseas luxury markets.
- Developed a New Customer Acquisition Strategy to target most valuable domestic customer segments.

Other Projects

- Developed brand partnerships e.g Zambia Breweries Peroni beer as part of the lifestyle campaign.
- Worked with brands to develop programme of customer events e.g. Fashion shows for Alfred Angelo, After Six and Wonder Bra.
- Secured marketing & PR support from Standard Chartered Bank to support our SME clients through merchant services and rewards programs.

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The Kew Riverside TW9
1 Melliss Avenue, Richmond
Surrey (2014)



Summary Portfolio – Residential Real Estate

The Kew Riverside TW9 A Berkeley Group Development

- Kew Riverside in Kew (U.K.) Set in 26 acres is a prestigious riverside development of contemporary apartments, townhouses and detached homes Located on the south bank of the River Thames
- Managed the development to attract HNWI residents both buy to let and renters
- Responsible for all PR and Marketing communications including:
 - Strategic communications planning & development
 - Consumer and trade press relations
 - Social media planning campaigns and content
 - Local stakeholder & community relations e.g. realtors, churches
 - Production of lifestyle tenant relations events
- Managed a full onsite management team providing 24 /7 concierge, and estate management
- Managed auxiliary staff and supervised major works by outside contractors and vendors
- Managed the Leisure centre management company
- Provided onsite H & S inspections, and staff training ensuring regulatory compliance
- Managed budget, Service Charge, AGM's & other ad-hoc admin



Disclaimer:

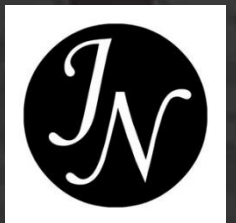
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FEDEX LVK

7275 Johnson Dr

Pleasanton, CA

98,000 SF (2005)



Summary Portfolio – Commercial Real Estate

San Francisco, CA A Chamberlin Assoc. Development

The Challenge

Federal Express needed a last-mile distribution facility adjacent to a primary freeway interchange for their overnight delivery service in the Tri-Valley.

Solution

Because of our extensive knowledge of the region, we were able to uncover an off-market site at a freeway interchange that was critical to FedEx's overnight distribution system. In addition, we effectively carried out creative site planning to integrate the client's requirements with an irregularly shaped site. Our deep experience and detailed knowledge of what was permitted allowed us to make extensive modifications to their generic building specifications without any loss of functionality.

The site was highly visible and the local municipality strongly opposed our use. Through tenacious pursuit of approvals, we were able to overcome their objections to deliver this key site to our client.

Chamberlin Associates completed site selection, site and space design, approvals and permit management, shell and tenant improvement construction, and financing.

Result

Federal Express acquired a long-term lease and a turnkey build-to-suit for a 98,000 square foot distribution building on an ideal site, despite land constraints and city objections.



Disclaimer:

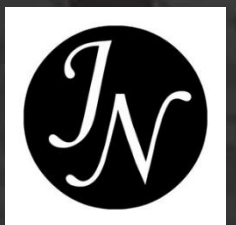
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ARBOR

5860-5880 W. Las Positas Blvd.

Pleasanton, CA

94,000 SF (2006)



Summary Portfolio – Commercial Real Estate

San Francisco, CA A Chamberlin Assoc. Development

- Chamberlin Associates is a full-service real estate development firm. Which owns and lease multi-tenant business parks. Arbour is set in the Bay Area's most sort after leafy Central Business District and home to Chamberlin HQ.
- Managed the deelopement to attract professional service businesses
- Responsible for rental and charge-back reconciliation
- Strategic communications planningg & execution
- Vendor and trade admin relations
- Sstakeholder & community relations e.g. Brokers / tenants
- Production of tenant appreciation events
- Managed a full onsite management team providing 24 /7 concierge, and estate management
- Managed auxiliary staff and supervised major works by outside contractors and vendors
- On call first response for emergency services (Fire & Security)
- Provided onsite H & S inspections, and staff training ensuring regulatory compliance
- Managed stock flows, Work orders, CSR events & other ad-hoc admin

Disclaimer:

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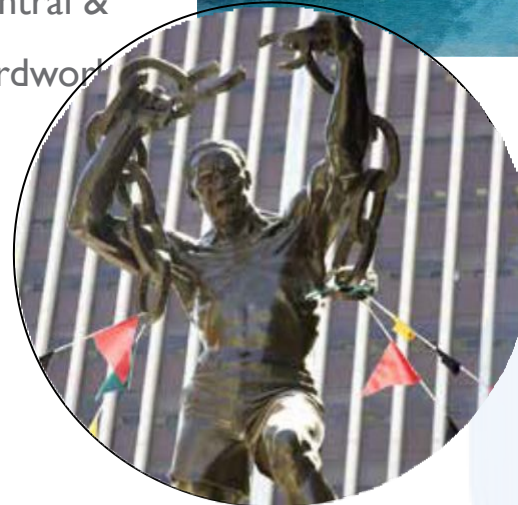
Testimonial

S “I approached Jennifer in August 2016 to hire her as our PR & Communications agent for our Eden Villas project (www.edenvillas.net), and I was really surprised by her style to plan everything for the ground breaking event whilst she was abroad in UK, and just flew to Lusaka one week before the event date (May 2017), getting everything in order. I have over 30 years of experience in international markets, from the gulf oil countries, to Canada, and from North Africa to Central & South Africa; I simply can tell you that she is a very hardworking and visionary lady.”



Ashraf Moussa | **CEO, IMEX Elite Standard Ltd. Zambia**

Events: “I attended your bridal expo in May 2008 at Arcades and was very impressed with the level of professionalism and range of services and products that were on hand for us”



Monica | **Lusaka resident**

Disclaimer:

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Testimonial

S

Brand Positioning and Perception Change:

“I completed a management buyout of a failing beauty and hair salon in Gerrards Cross in November 2016. My aim was to rebrand and launch a fresh version of the salon. With all branding and marketing collateral done, it was then that Jennifer approached me with a pitch to help launch LaVinci. Jennifer devised a PR campaign strategy & delivery that led to a successful customer centric engagement within a very small budget of which I have since had a ROI. I would highly recommend Jennifer as a consultant to manage PR & Comms for Start-Ups or SME in brand positioning or perception change.”

Luceen | **LaVinci Hair & Beauty Lounge**

Crisis Management:

“As a new start up business it is always really hard to know what each week and month will have in store for you. Financially we tend to be extra careful how we manage our funds. But Jennifer at Keystone has been so helpful, supportive and has given such valued advice, she has introduced us to Capital on Tap, she was quick and more than willing in helping us to get our application through, which was approved the same day! Now we are more relaxed about managing and spending money, as we know that we always will have that little bit extra to fall back on! Thank you Jennifer for all your help and advice!”

Cyreane Clement | **Savanna Family Butchers**



PR & Comms:

“The level of response you have achieved is highly impressive and exciting for the future of PV. I can’t wait to see how things progress!”

Philip Norris | **The Portman Estate**



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Positioned Keystone Group to deliver **end-to-end bespoke communication solutions** through its **7 trading divisions** in a variety of

sectors such as the Property landscape; place-making, regeneration, retail & leisure, destinations and neighbourhoods, mixed-use schemes, commercial and residential developments. In **addition, KG** offers

SmartKey Business Support Solutions through

Employee Engagement and Graduate or Artisan Mentorships. We also deliver successful projects for retail brands and department stores in the USA, UK and Africa.

Our **skills and experience** range from the pre-planning stage and consultation, through to stakeholder and community engagement, construction and development and onto launch, asset management and reputation building.

We reached out to consumer audiences, to encourage people to **discover new destinations & products**, and build **brand loyalty** with them. We use a variety of tools, including press, social media, **digital** and direct marketing, newsletters, magazines and events.

We have **extensive experience** in multi-million dollar, multi-faceted projects, as well as S.M.E businesses. we **pride** ourselves on **delivering excellent and consistent results for our clients**. We are **cherish** our long-term relationships with our clients.

Past: “Since 2008 have delivered high profile campaigns from the innovation of the ‘SmartVow’ finance product with Standard Chartered Bank to the invention of the first ever bridal expo and wedding magazine in Zambia; to the repositioning of the legacy bridal brand Je t’aime.

Have played integral parts in PR & Comms campaigns for Berkley Group, Crisis & Property Management for Peverel, O & H, Orchard & Shipman & Chamberlin Associates

“In 2017/ 18 seamlessly launched and delivered a CSR innovations for **The HML Foundation**.

* Delivered successful launches and brand positioning for Imex Elite Standard and perception change DentFix and LaVinci

Future:

“Always looking for challenging opportunities to assist employers or clients to improve their internal or external comms”



Thank you

Jennifer Faith Nash

United kingdom

United States

EMEA

