

## KAITIE HERBRANSON Marketing Director

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### PROFESSIONAL CAREER

Kaitie Herbranson is the Marketing Director at Intelica CRE™. In this marketing position, Kaitie is responsible for brand management across all types of media. She produces targeted copy for print ads, web pages, email campaigns, blogs and other marketing initiatives. In addition, she is responsible for social media and website management. Kaitie also manages the marketing calendar to execute campaigns on a weekly and monthly basis. She orchestrates marketing and brokerage events, as well as coordinates internal Intelica events. To support our brokerage team, she creates and updates property listing brochures, hard copy presentations, email blasts and direct mailers based on brand standards. Kaitie maintains database of property photos, manages and tracks active property listings, listing agreements and closed deals, as well as perform various functions to update listing info through web based applications for new listings.

Kaitie joined Intelica September 2018 as a Marketing Specialist and was promoted to Marketing Director in January 2020. She relocated to St. Louis to join the Intelica team from Quincy, Illinois, where she was working for Craig Industries, Inc, as a Marketing and Communications Specialist. She is looking forward to life in St. Louis, as she loves the food and craft beer scene and all that there is to do and explore on the weekends.

### EDUCATION

Quincy University (Quincy, IL) -  
B.S. in Marketing, *Summa Cum Laude*  
A.S. in Business

### COMMUNITY INVOLVEMENT

Kiwanis International  
Basket of Hope  
Junior Achievement

### RELATED SERVICES

Technology  
Business Services  
Property Marketing  
Occupier Advisory  
Advance Analytics