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# CREMM

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COMMERCIAL REAL ESTATE MILLENNIAL MISSES

CREMM

## Our Mission

CREMM is a non-profit organization formed to create a community to cultivate relationships and enhance careers for professional women in the commercial real estate industry.

## Our Core Values

*Community*  
*Career growth*  
*Confidence*

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# CREMM

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**Jennifer Campa**  
*President*



**Janelle Johnson**  
*Marketing  
Director*

*Marketing  
Director Elect*

*Communications Committee*



*Digital  
Communications  
Director*

*Digital Comms.  
Director Elect*



**Chelsea Hanson**  
*Events  
Director*



**Krista Parker**  
*Events  
Co-Chair*

*Signature Events  
Committee*



**Gina Paradiso**  
*Membership  
Director*

*Membership  
Director Elect*

*Membership  
Committee*



**Madeline Cleary**  
*Business  
Development  
Director*

*Business  
Development  
Director Elect*

*Business  
Development  
Committee*



**Hannah Murphy**  
*Treasurer*

*Treasurer Elect*



**Kathryn Harris**  
*Operations  
Director*

*Operations  
Director Elect*



## Directors

*2-year terms*

*Must serve as Director before President, if possible*

*Voted by outgoing board in October of previous year*

## Directors

*Elect*

*1-year term*

*Can serve 2 years in a row with plan to serve as Director after*

*Must serve as Director elect before Director*

*Voted by incoming board of Directors*

## Committees

*Do not attend regular board meetings*

*Keep meeting minutes and report to Directors*

*Appointed in February*

# Gina Paradiso

*Membership*



## Membership Director

- *Manages all membership applications and submissions*
- *In charge of new member welcome and outreach*
- *Oversees event check-in/registration and nametags with Membership committee*
- *In charge of planning New Year/New Member events, introduce board, coordinators, committees and members*
- *Maintain all member databases*

## Membership Director Elect

- *Work with Membership Director to lead committee meetings*
- *Attend all board meetings*
- *In charge of membership directory*
- *Attend 2 signature and member only events to assist with check-in/registration*
- *Attend 1 Bisnow event to host the CREMM network table*

## Membership Committee

- *Meet every other month to update on membership and events*
- *Attend minimum of 4 CREMM events in 2023*
- *Assists with event registration and check-in at 2 member events, 1 signature event*
- *1 event check-in chair for each event and to take lead on organizing registration of members/sponsors with event coordinator*



# Madeline Cleary

*Business Development*



## Business Development Director

- *Main point of contact for sponsors and media relationships*
- *In charge of new sponsor outreach*
- *Oversee media events (Bisnow) with Membership Director elect*
- *Support Board on updating CREMM media kit for sponsorship*
- *Maintain list of targeted company sponsorships, work with Membership to cross-reference annual members mid-year annually*
- *Work with Events Director on sponsorships for signature events*
- *Maintain national and local memberships across industry organizations (NAIOP, CREW, etc.)*
- *Serve on board of another industry organization (NAIOP, CREW, etc.)*

## Business Development Director Elect

- *Support Director to maintain sponsorship relations*
- *Support Director to update list of targeted company sponsorships, work with Membership to cross-reference annual members mid-year annually*
- *Work with Events Director on sponsorships for signature events*
- *Organize BD committee meetings*
- *Attend all CREMM Board meetings and signature events*
- *Attend 2 Bisnow events to host CREMM table*
- *Maintain national and local memberships across industry organizations (NAIOP, CREW, etc.)*

## Business Development Committee

- *Meet quarterly with Board and committee for sponsorship updates*
- *Attend 4 CREMM events, 2 Bisnow events, 3 other industry events annually*



# Janelle Johnson

*Marketing*



## Marketing Director

- *Attend monthly board meetings and signature events*
- *Brand events and design marketing collateral for each*
- *Maintain and update website, which includes event page, photos, sponsor page, job board, etc.*
- *Digital ad design for media partnerships*
- *Send email blasts to members*
- *Collaborate with Social Media and Events Director regarding editorial calendar scheduling out emails and social media posts*
- *Maintain integrity of the organization's brand on all digital content and print materials*

## Marketing Director Elect

- *Attend monthly board meetings, 2 signature events and member only CREMM events*
- *Work with marketing director on marketing collateral for events as needed*
- *Assist with website updates/maintenance*
- *Download and save photos from photographer into Dropbox*
- *Assist with creating email blasts to members*

## Communications Committee

- *Help capture quick videos and photos at events*
- *Promote events on LinkedIn/Instagram*
- *Assist on all other assigned event tasks and marketing deliverables*

TBD

*Digital Communications*



## Digital Communications Director

- *Oversee social media planning, management, and data throughout the year*
- *Promote upcoming events on social media channels to boost ticket sales*
- *Capture stories, photos and highlights after events and post to social media*
- *Create and manage social media calendar for sponsorship and member recognition*
- *Attend all board meetings*
- *Follow industry influencers*

## Digital Communications Director Elect

- *Assist social media planning, management, and data throughout the year*
- *Promote upcoming events on social media channels to boost ticket sales*
- *Capture stories, photos and highlights after events and post to social media*
- *Create and manage social media calendar for sponsorship and member recognition*
- *Attend monthly board meetings, 2 signature events and member only CREMM events*
- *Follow industry influencers*

## Communications Committee

- *Help capture quick videos and photos at events*
- *Promote events on LinkedIn/Instagram*
- *Assist on all other assigned event tasks and marketing deliverables*



# Chelsea Hanson Krista Parker

*Events*



## Events Director

- *Attend all board meetings and all events*
- *Oversee event annual event budget*
- *Manage all event planning, including specific marketing tiers*
- *Collaborate with Marketing Director on all event branding and promotion*
- *Update and create Eventbrite links*
- *Delegate tasks to events committee*
- *Collaborate with digital communications/marketing on editorial calendar*
- *Coordinate with events co-chair and events coordinator on all planning efforts*
- *Manage vendor relationships*

## Events Co-Chair

- *Attend all board meetings and events*
- *Support Events Director on all assigned event tasks*
- *Assist with Eventbrite updates*
- *Manage events committee*
- *Maintain vendor relationships and provide supporting communication*
- *Delegate roles/tasks to volunteers during each event*

## Events Coordinator

- *Attend all events*
- *Support Events Director and C-Chair on all assigned event tasks*
- *Assist Co-Chair in managing events committee*
- *Manage volunteers with roles/tasks during each event*

## Events Committee (Limited Spots Available)

- *Commit to minimum 80 percent event pre-planning efforts*
- *Commit to 3 signature events, 2 member events set up or breakdown efforts*
- *Assist with all other assigned tasks*



# Kathryn Harris

*Operations*



## Operations Director

- *Record meeting minutes and upload meeting minutes to team Dropbox*
- *Manage and update membership accounts*
- *Provide storage, access, and schedule of inventory (signage, table cloths, etc.)*
- *Order and maintain name tags – annual and by event*
- *Strategize process improvements*
- *Manage technology integrations at events*
- *Ensure compliance and organization*
- *Support all board members where needed*
- *Attend all board meetings*
- *Attend 1 Bisnow event to work the CREMM network table*
- *Attend all scheduled CREMM events*

## Operations Director Elect

- *Work with operations director and encourage new ideas for process improvements*
- *Attend all board meetings*
- *In charge of sending out post-event and member data (ie: member to non-member, new attendees, segment of industry, etc.)*
- *Attend 2 signature and member only CREMM events to assist check-in with name tags.*
- *Attend 1 Bisnow event to work the CREMM network table*