**Jennifer Williams**  
San Clemente, California  
(949) 493-9190 ✧ jlynnewilli@gmail.com

**Professional Summary**

Innovative and versatile customer-focused professional with an executive presence. Senior-level experience in marketing, large-scale event production, finance, relationship management, and business development. I have demonstrated the ability to drive business objectives through strategic planning, deployment, and dynamic team collaboration.

**Areas of Expertise**

* Strategic Planning
* Relationship Management
* Vendor Management
* Performance Optimization
* Operations Management
* Change Management
* Project Management
* Large-Scale Event Production & Execution
* Communication Management
* New Business Development
* Complex Problem Solving
* Strong Customer Service and Team Building Skills

**Experience & Achievements**

**Centennial REC, Huntington Beach, CA**  
**Sr. Director of Marketing**  
*January 2021 – Present*

* Developed and executed the marketing strategy for Pacific City, an experiential outdoor shopping center.
* Generated over $2.5 million in business development revenue in two years.
* Established extensive relationships with city government, community and tourism agencies, neighboring resorts, and business partners.
* Created dynamic and branded events, activations, and promotions, driving traffic, awareness, and sales through community and tourism engagement.
* Produced over 550 unique property events and activations annually, including signature events like “ROQ the Ocean” KROQ concert series, Santa Skydiving Holiday Festival, Taste of Pacific City, and the US Open of Surfing.
* Generated over $1 million annually from events, activations, pop-ups, and advertising sponsorships.

**DJM Capital Partners LLC, Huntington Beach, CA**  
**Director of Marketing, Pacific City**  
*February 2020 – January 2021*

* Directed marketing strategy development and execution for Pacific City.

**General Manager, Pacific City**  
*June 2018 – January 2020*

* Managed 191,000 square feet of oceanfront experiential retail space, including boutique and national retail, restaurants, outdoor dining, and a food hall (LOT 579).

**Marketing Manager, Pacific City & Bella Terra**  
*January 2017 – May 2018*

* Led marketing projects, events, and community relations from ideation to execution.

**Deloitte Corporate Finance, Detroit, MI & Los Angeles, CA**  
**Broker-Dealer Compliance**  
*August 2007 – January 2017*

* Oversaw the Broker Dealers Compliance program.
* Managed employee training programs and coordinated policy updates.
* Handled hiring and termination processes related to FINRA/SEC regulatory requirements.
* Fostered strong team relationships and client/vendor management.
* Developed new business processes and best practices.

**Education**

**Michigan State University, Eli Broad College of Business**  
Accounting and Finance  
East Lansing, MI

**The TEFL Academy**

Level 5 TTA Certification- 9/2024

**Public Relations & Community Service**

* Alzheimer’s Association Orange County - Chair, HB Walk to End Alzheimer’s (2022 & 2023)
* Pacific Marine Mammal Center - Event Chair, Ocean Club (2021 - Present)
* Visit Huntington Beach - Executive Board of Directors (January 2020 - Present)
* Huntington Beach Chamber of Commerce - Executive Board of Directors (January 2020 - Present)
* HB Downtown Economic Development Committee - Member (April 2018 - Present)
* City of Huntington Beach Special Events Committee - Member (January 2019 - Present)
* Visit Huntington Beach Advocacy Task Force - Member (January 2019 - Present)
* HB Downtown Business Improvement District (BID) - Marketing Committee Member (October 2017 - September 2018)
* HB Downtown BID - Finance Committee Member (December 2017 - September 2018)

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