

MaineJobs SPOTLIGHT:

Marketing/ Office Manager

Amanda Morse, Cardente Real Estate

How did you get started?

I've always found marketing intriguing, but it became a real career

path for me with my first temporary position at Pierce Promotions. Commercial real estate, however, was just a lucky chance or perhaps an opportunity of fate, depending on your viewpoint, but it's been a great experience thus far.

What training did you have?

My training began in high school where I studied and competed in DECA (Distributive Education Clubs of America) which led me to initially study business management at Bryant University. When I transferred to the University of Southern Maine, my declared major was business administration, but marketing remained my focus.

What's your favorite part of the job?

I think the great variety of my responsibilities is what I like best. I

Cardente Real Estate
322 Fore St. 3rd Floor,
Portland 04101
775-7363
www.cardente.com



get to do everything from brochure design and ad layout to supply orders and database maintenance.

What is a typical day on the job like?

There is always something new being added to the mix here (properties, clients, advertising opportunities, and more) so it's hard to think of a day I could call "typical." I have to say, though, that the office management portion of my job is a dream come true. We have an ideal location in

the Old Port, a great workspace with character instead of cubicles, and a team of amazing brokers.

What skills do you need on the job?

A great deal of organization, patience, creativity and flexibility.

What's the greatest challenge?

I enjoy working with the brokers to come up with innovative ways to improve the marketing of our properties, but it can certainly be challenging to creatively advertise a

standard office suite for lease.

What kind of person succeeds in the job?

I can't answer this question in terms of the commercial real estate industry just yet, but I've always liked the advice to "just keep swimming" as it relates to marketing, because there's always another opportunity if you keep trying and moving forward.

What advice would you offer to someone interested in a job in marketing and real estate?

Work for a company that's trustworthy, one that you would hire or recommend to your family. I believe the core values of the company you join make all the difference in long-term job satisfaction.

Marketing Department,
Maine Sunday Telegram