

FROM: THE MARKETING DIRECTORS
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THE MARKETING DIRECTORS
RESIDENTIAL DEVELOPMENT ADVISORS

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For Immediate Release

Veteran Marketing Professional Jennifer B. Cohen Joins The Marketing Directors as Senior Marketing Manager

New York – December 5, 2017 – Jennifer B. Cohen has joined [The Marketing Directors](#) (TMDs), a leading, national development advisory and master property marketing and sales force that works exclusively on behalf of owners and builders, as Senior Marketing Manager. Cohen has 16 years of marketing leadership experience. The announcement was made by Jacqueline Urgo, President of The Marketing Directors.

At The Marketing Directors, Ms. Cohen will develop and initiate all marketing programs and serve as a liaison between developers, the sales office/team, and all suppliers. She will also monitor and manage the overall flow of sales in each development community, maintaining market trends and customer needs. The firm's marketing coordinators and marketing administrators will report to Ms. Cohen.

“Jennifer has an incredible wealth of experience in the marketing world, both in real estate and other industries, such as publishing and fashion,” said Adrienne Albert, CEO of The Marketing Directors. “She will bring a fresh, integrated approach to the firm’s new development projects in Manhattan, Queens, Jersey City, Newark and beyond.”

Ms. Cohen has implemented marketing campaigns for a number of new real estate developments for New York’s largest developers, such as 170 East End Avenue for Skyline Developers, Extell Development’s 995 Fifth Avenue and The Lucida, and Madison Equities’ Chelsea Modern and 57 Irving Place. Other real estate experience includes marketing for residential and mixed-use real estate developments at Corcoran Sunshine Marketing Group. Ms. Cohen has directed and coordinated on-site personnel, provided extensive sales training, overseen the design of exceptional sales environments, and created integrated communications planning including marketing, advertising, public relations, brand visibility and engagement.



Prior to The Marketing Directors, Ms. Cohen worked at McCann Worldgroup, implementing campaigns for L’Oreal, American Airlines and Kohl’s, and was the senior global retail marketing director at Michael Kors. She also has experience with marketing as it relates to the publishing field, having held marketing roles at *Vogue*, *Harper’s Bazaar*, and *InStyle*.

Ms. Cohen holds a bachelor's degree in marketing and an associate's degree in advertising communications from the Fashion Institute of Technology.

About The Marketing Directors

The Marketing Directors is a development advisory and master property marketing and sales force that works exclusively on behalf of owners and builders of new homes. Headquartered in New York, with offices and sales teams active around North America, The Marketing Directors is known for its success in selling and leasing homes at prices that help its clients achieve their goals for each development. In its 30+ year history, The Marketing Directors has helped its clients successfully sell-out more than 1,000 new developments across the country – more than any other marketing firm. It is headed by founder Adrienne Albert and Jacqueline Urgo.