



SAMANTHA PONTIUS BREEN

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SUMMARY

Project & Design Manager with experience partnering with 100+ clients and leading design initiatives for global brands across commercial real estate and the built environment. I translate business goals into strategic, impactful brand experiences, combining expertise in marketing, strategy, placemaking, relationship management, and design. Experienced in guiding complex projects from strategy through execution, overseeing \$3M+ in project budgets, and helping lead a real estate-focused brand practice that strengthens engagement, delivers business results, and builds lasting client partnerships.

WORK EXPERIENCE

Gensler | Washington, DC

Brand Design Manager (Project Manager, Associate)

June 2021 - Present

Global architecture, design, branding, and planning firm. Brand Design leader and Project Manager driving financial performance, design excellence, and client success across complex, multidisciplinary initiatives. Lead a team of 10 FTEs and oversee 12–15+ concurrent projects. Select clients include Amazon, Nestlé, Goodwill, Boston Consulting Group, Affirm, National Landing, & Venture Realty.

- Lead brand design initiatives, translating client objectives into compelling identities, and brand experiences across physical and digital touchpoints.
- Oversee multiple projects from concept through execution, balancing creative quality, timelines, budgets, and stakeholder expectations.
- Lead and mentor designers, providing creative direction and fostering a collaborative, high-performing team culture.
- Present creative concepts and strategic recommendations to executive stakeholders and clients, connecting design to broader business objectives.
- Collaborate across architecture, interiors, digital, strategy, and communications to create integrated brand experiences.
- Build relationships with external partners and creative collaborators to expand capabilities.

JBG SMITH | Bethesda, MD

Retail Leasing Associate & Marketing Coordinator

April 2017 - June 2021

Real estate investment trust (REIT) in DMV specializing in mixed-use properties, including commercial, multifamily and retail assets. Initially began in marketing, playing a pivotal role in developing and executing marketing campaigns, projects, events, and activations. Promoted in 2019 to lead retail leasing across all urban mixed-use developments.

- Drove economic impact through retail development, marketing, and leasing initiatives, including the largest retail leasing push associated with Amazon's HQ2 development.
- Identified portfolio value-add opportunities by optimizing tenant mix, repositioning commercial spaces, and sourcing innovative retail concepts to enhance asset performance and marketability.
- Reviewed and negotiated LOIs, leases, and related agreements, ensuring clear, equitable, and commercially sound terms.

- Developed merchandising and marketing strategies for new and existing mixed-use developments, aligning branding across residential, retail, office, and public spaces to attract residents, businesses, and visitors.
- Led JBG SMITH's Artscape and Wayfinding initiative in DC's Shaw neighborhood, using placemaking and creative branding to strengthen neighborhood identity and highlight key retail assets.
- Partnered with retailers and community stakeholders to execute seasonal campaigns, events, and promotional activations that increased visibility, engagement, and foot traffic.
- Supported JBG SMITH's 2017 rebrand following its merger with Vornado and transition from a private to publicly traded company; redesigned the company's ICSC conference presence to reflect the elevated brand.

Retail Sports Marketing (RSM) | Charlotte, NC

Account Executive

August 2016 - April 2017

Sports marketing agency. Created experiential events and experiential marketing experiences for a single high-profile account, Stanley Black & Decker. Focused on brand activations embedded within the sales organization and developed turnkey programs executed across the world.

- Executed marketing programs for Stanley Black & Decker, responsible for ideation, creative design, budgeting, digital marketing strategy, and event planning. Exceeded the client's goals and expectations, orchestrating NASCAR, Walt Disney World Resorts, Major League Baseball, Professional Bull Riding, and music and entertainment events.



EDUCATION

Bachelor of Science in Business Administration & Marketing

August 2012 - May 2016

Winthrop University

- NCAA Division I Lacrosse
- Semester at Sea Program through University of Virginia (2015)



ADDITIONAL INFORMATION

- **Key Skills:** Strategic Project Leadership, Client Success & Retention, Stakeholder Engagement, Cross-Functional Collaboration, Client Relationship Management, Real Estate Brand Strategy, Integrated Marketing, Brand Positioning, Salesforce & CRM, Contract Negotiation, Vendor & Partner Management, Event Strategy & Activation, Digital & Social Media Strategy, Process Improvement, Program Coordination, Strategic Planning
- **Involvement:**
 - Urban Land Institute (ULI): Involved in Youth Mentor Program (2020-2024), Case Study Committee (2024), Young Leaders Group Steering Committee (Current)
 - District Ambassadors Program Leader: DMV-focused real estate networking group
 - CityWorks DC: NPO focused on reshaping the landscape of education and career development opportunities for DC youth
- **Professional References:**
 - Former Supervisor at JBG SMITH: Vikki Kayne SVP Chief Marketing Officer at Eagle Bank
vkayne@eaglebankcorp.com | (240)-687- 7716
 - Former Leasing Partner at JBG SMITH: Lauren Greco Vice President of Retail Leasing at JBG SMITH
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