



## **Michelle Conder**

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# MICHELLE CONDER

DIGITAL MARKETING ANALYST I SHOPPING CENTER MARKETING

## **PROFESSIONAL BACKGROUND**

Michelle Conder is Digital Marketing Analyst I Shopping Center Marketing with the Dallas-Fort Worth office of Weitzman. In this position, Conder is primarily responsible for interpreting marketing results, creating reports, and finding critical analytics specific to digital marketing as they relate to a complex, multi-tiered platform of deliverables for a portfolio of more than 100 shopping centers. In this position, she looks to find key analytics within digital marketing initiatives to help drive conclusions of current campaign results, further enhancing strategies for future initiatives.

The digital marketing analyst works within the shopping center marketing area of the corporate marketing department, and also assists with marketing coordination and execution of other specific shopping center marketing initiatives and tasks.

## **EDUCATION**

Conder received a Bachelor's of Science in Communication from the University of Oklahoma in Norman, Oklahoma.