



Ivy K Davidson

*Shaping the strategy,
story & systems behind
brands and campaigns*

🏠 Remote / Arizona
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Skills

Brand Strategy & Positioning
Creative Direction
Integrated Marketing Strategy
Brand Development & Governance
Campaign Strategy
Customer Journey / Experience Strategy
Team Leadership & Creative Review
Marketing Systems & Automation
Generative AI / AI-Enabled Workflows

Toolkit

Adobe Creative Suite
Figma
Canva
Google Workspace
WordPress, Beaver Builder
Mailchimp
Asana, Trello
Generative AI tools

Work history

Brand Marketing Director

Pardee Properties • Los Angeles - Remote • August, 2023-Present

- Lead brand, marketing and creative strategy across company, property and agent initiatives, translating business goals into positioning, messaging, campaign direction and customer-facing experiences.
- Led company-wide rebrand implementation across 100+ digital, print and physical brand touchpoints, establishing standards, systems and creative direction for consistent execution across teams, vendors and channels.
- Designed and launched an integrated lead-generation and nurture strategy that generated nearly 800 marketing-qualified leads in 2026, spanning content strategy, gated web experiences, segmentation, automated follow-up and ongoing brand nurture.
- Shape customer journeys across web, content, campaigns and marketing tools, translating user and business needs into UX, workflow and content requirements for technical partners.
- Direct brand storytelling and content strategy across web, email, social, video, print and presentations, setting the message, creative approach and quality standard for internal contributors, contractors and vendors.
- Lead cross-functional execution supporting 40+ agents, teams and partnerships, setting priorities, reviewing work, coaching contributors and aligning Marketing, Sales, Operations, technology partners and vendors.

Brand Experience Design Manager

Pardee Properties • Los Angeles - Remote • April, 2021-August, 2023

- Developed and implemented brand standards, guidelines, templates and asset systems to improve consistency and streamline creative production.
- Led brand identity implementation across internal teams, contractors and vendors, establishing quality standards and governance across channels.
- Created scalable branded tools and resources that supported the company's evolving marketing and creative needs.

Lead Designer — Marketing

Halton Pardee + Partners • Los Angeles - Remote • June, 2016-April, 2021

Senior Creative Designer — Marketing

Realty ONE Group • Irvine, CA • September, 2014-June, 2016

Graphics & Marketing Manager

Porcelanosa • Anaheim, CA • April, 2010-September, 2014

Education

UX Design

Certificate • University of California San Diego Extension • 2019

Graphic Design

BSc coursework • Art Institute of Pittsburgh • 2011