

JULIE CHASEN

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SUMMARY

Senior marketing leader with 15+ years owning marketing strategy, budgets, and end-to-end execution across digital, content, brand, and PR, with expertise in commercial real estate and structured finance, including leading marketing for a Commercial Property Assessed Clean Energy (C-PACE) lending platform that grew from \$103 million to \$1 billion+ in financing volume. Partnered with executives on positioning, investor communications, and thought leadership that supported the company's go-to-market strategy. A strategist with hands-on creative fluency, able to set the standard for brand systems, pitch decks, and digital content, and raise the bar on execution across every channel. Skilled at translating complex financial concepts into clear, compelling narratives.

EXPERIENCE

Bayview Asset Management, Remote

2022 – 2026

Marketing Manager, Bayview PACE (subsidiary of BAM)

- Developed and led all marketing initiatives for a C-PACE lending platform that scaled from \$103 million in 2022 to over \$1 billion in cumulative financing volume by early 2026
- Directed brand strategy through a major platform integration as Bayview PACE became a division of Bayview Commercial Mortgage Finance, ensuring seamless market alignment
- Owned and optimized the full marketing budget, allocating spend across channels to maximize ROI and campaign performance
- Created all investor-ready collateral: case studies, pitch decks, deal announcements, and sponsor-facing materials, in partnership with senior leadership, originations, and underwriting
- Led PR and external communications strategy: press releases, deal announcements, industry media outreach, and executive thought leadership
- Analyzed performance across organic, direct, referral, email, and social channels to optimize digital strategy and improve acquisition efficiency
- Owned website content strategy so the digital experience reflected the company's growth, credibility, and evolving market position
- Partnered with internal AI teams to automate and enhance marketing workflows and processes

Julie Chasen, Freelance Marketing Consultant , Remote

2018 – 2022, 2026 – Present

Independent Practice

- Founded and led an independent marketing consultancy serving clients across a range of industries
- Defined marketing strategy, visual identity, and digital presence for clients, from initial positioning through creative execution
- Directed PR and communications initiatives, crafting narratives and external-facing content that strengthened client credibility in their markets
- Oversaw creative direction and project teams, delivering brand systems, collateral, presentations, and digital content while maintaining quality and brand integrity

Marcus & Millichap Commercial Real Estate , La Jolla, CA

2017 – 2018

Marketing Coordinator

- Developed investor presentations, offering memoranda, and marketing packages supporting commercial real estate sales
- Produced in-house marketing materials using proprietary internal software and maintained the office Marketing Center
- Coordinated events, client symposiums, recruiting events, sales contests, advertising, and public relations

Fox 5 San Diego , San Diego, CA

2009 – 2015

Freelance Graphic Artist

- Created broadcast news graphics and animations for morning and evening shows; on-call designer for special projects supporting the art director

MGN Online , Cardiff, CA

2011 – 2014

Graphic Journalist

- Designed daily news content for print and broadcast stock libraries; in-house designer, photographer, and app/web content developer

Platt College , San Diego, CA

2008 – 2009

Instructor, Digital Publishing & Portfolio

- Taught Digital Publishing and Portfolio courses, developing and delivering lectures and applied coursework

EDUCATION

Bachelor of Arts, Digital Arts (Minor: Advertising), Art Institute of California, San Diego

SKILLS & COMPETENCIES

Strategy & Brand	Integrated multi-channel campaign strategy, brand positioning, account-based marketing (ABM), audience segmentation, marketing budget management
Digital Marketing	Paid search, LinkedIn advertising, SEO, content marketing, website strategy and digital experience optimization, webinar and event marketing
Communications	Writing and editing across press, web, and executive communications, public and media relations, executive thought leadership, investor-ready collateral, pitch materials, and presentations
AI & Operations	AI-driven marketing and workflow automation, marketing operations, funnel management, performance analytics and reporting
AI Toolkit	ChatGPT, Claude, Microsoft Copilot, GitHub Copilot, Perplexity, Claude Code, Cursor, VS Code, Zapier, Midjourney, HeyGen, ElevenLabs
Leadership	Leading and managing marketing teams, cross-functional collaboration with executives, originations, and underwriting
Design & Creative	Brand identity and visual systems, presentation and pitch deck design, marketing collateral, motion and broadcast graphics, photography, Adobe Creative Suite (Photoshop, Illustrator, InDesign)
Tools & Platforms	Proficient across a wide range of CRM, email marketing, web/CMS, analytics, design, and AI platforms including Salesforce, DealCloud, Constant Contact, and Adobe Creative Suite and other tools