



Lisa Nielsen
Marketing Director

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Specialties

Marketing Strategy, Branding,
Graphic Design, Project Management, Adobe Creative Cloud

Summary

Lisa leads the development and implementation of the company strategic marketing plan and budget, as well as setting corporate branding standards. Her responsibilities include overseeing company PR activities; coordinating marketing efforts on behalf of all departments; media buying; sponsorships; creative campaigns; advertising; editing and production of the *Compass Points* quarterly market report; email and direct marketing campaigns; website management; and supervision of marketing personnel. In addition, she assists with the creation of marketing plans to help brokers and clients achieve their goals.

Background & Experience

Lisa has a broad range of marketing, graphic design and project management experience spanning more than 30 years. Prior to joining Compass Commercial, she worked as a graphic designer/production coordinator at Sole Source Greetings, as a graphic designer at Bend Broadband and as an art director at multiple print shops. She joined the team at Compass Commercial in 2005, moving up to the role of creative director in 2010 and then to marketing director in 2017.

Lisa grew up in San Diego and moved to Bend, Oregon with her husband Brent from Redding, California in 1997. She enjoys travelling in the Pacific Northwest, hiking Central Oregon's scenic trails and spending time with her two Shiba Inus.

Education

Platt College, San Diego, CA

Accomplishments & Accolades

- Joined Compass Commercial – 2005
- Promoted to Creative Director – 2010
- Promoted to Marketing Director – 2017

Professional Affiliations

- Bend Chamber, Active Member



I enjoy working as part of an experienced and diverse team who are passionate about serving our clients. I also value the opportunity to step out the front office door to hike the Deschutes River trail, walk to parks and the Old Mill District.