



Carrie Thomas

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CARRIE THOMAS

MARKETING MANAGER I SHOPPING CENTER MARKETING

PROFESSIONAL BACKGROUND

Carrie Thomas is Marketing Manager I Shopping Center Marketing with the Dallas/Fort Worth office of Weitzman. In this position, Thomas is responsible for managing shopping center digital and traditional marketing initiatives, as well as their continuous implementation, for each center in the portfolio's approved marketing plan, budget and overall deliverables.

In this position, Thomas also is responsible for:

Researching and understanding each center's trade area and consumer demographics to align with plans.

Staying current on marketing best practices and evaluating emerging shopper trends to provide thought leadership and perspective to maximize marketing's ROI

Developing and managing relationships with retailers, suppliers, retained agencies – ensuring cost efficiencies and brand guardianship is achieved at all times.

Prior to joining Weitzman, Thomas worked in inside sales development with Thomson Reuters, where she was involved in marketing campaigns, lead generation and other sales-related programs.

EDUCATION

Thomas received a Bachelor of Arts degree in International Studies from the University of North Texas in Denton, Texas.