



818-548-2090

CITY CLERK  
2022 AUG -8 AM 10: 59

## Application for Appointment to City Board or Commission

Please provide the following information and return application to the Office of the City Clerk by mail:  
613 E. Broadway, RM 110, Glendale, CA 91206-4393; or by Fax: 818-241-5386.  
(Applicant must be a Glendale Resident and Registered to Vote in the City).

Design Review Board  
Name of Board or Commission

Date: 08/03/2022

**PRINT LEGIBLY OR TYPE**

Name: Joseph Kaskanian

Home Address: [Redacted]  
Street City Zip Code

Home Telephone: ( ) [Redacted] Cell Phone: [Redacted]

Email Address: [Redacted]

### I. **PERSONAL**

Number of years lived in Glendale 5

525943395  
RS

Are you a registered voter in the City of Glendale (Required)? Yes  No

### II. **EDUCATION**

College: Woodbury University Degree: MBA

College: Cal Poly Pomona Degree: Bachelors of Science

### III. **BUSINESS/PROFESSIONAL EXPERIENCE**

Position: Realtor

Company Name: Coldwell Banker Hallmark Realty

Address: 1625 W. Glenoaks Blvd Glendale 91201  
Street City Zip Code

Telephone (818) 476-3000 Email:

Job Description: Generating client leads to buy, sell, and rent a property, Promoting properties with ads,  
listings, and open houses, Facilitating negotiations between buyers and sellers,

(OVER)

Design Review Board Candidates Only:  
Are you a registered Architect? Yes  No  Registration Number: \_\_\_\_\_

**IV. ORGANIZATIONS/CIVIC ACTIVITIES**

List Affiliations: Board of Directors - Armenian National Committee of America - Western Region

Glendale Association of REALTORS

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**V. QUALIFICATIONS/EXPERIENCE**

List relevant experience and skills: see attached resume below

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**VI. OTHER INFORMATION**

- (A) Please attach a current resume
- (B) Please include a brief written statement outlining your views on the roles and responsibilities of this Board or Commission, its key issues, and your goals if appointed (attach additional sheet if necessary).

See attached document

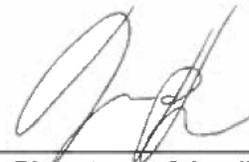
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**PLEASE NOTE:**

**THIS FORM BECOMES PUBLIC INFORMATION. PLEASE INFORM THE CITY CLERK IF THERE IS ANY INFORMATION CONTAINED WITHIN THAT YOU DO NOT WANT AVAILABLE TO THE PUBLIC.**

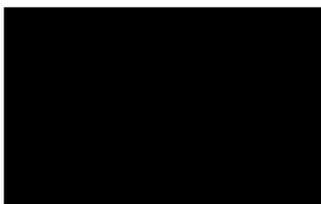


\_\_\_\_\_  
Signature of Applicant

# JOSEPH KASKANIAN

MARKETING MANAGER + REALTOR + GROWTH HACKER

## CONTACT



## ABOUT

Experienced marketing professional specializing in consumer electronics, cloud computing software, B2B sales and brand strategy. Proven track record in developing and implementing targeted marketing campaigns that lead to revenue generation with quantifiable, solutions-oriented results. Strong background in managing high-profile accounts with dedicated customer service and client relationship management. Passionate about human rights advocacy and empowerment within the Armenian community and abroad.

## EDUCATION

Woodbury University | Burbank, CA  
**Masters of Business Administration Leadership and Global Strategy, 2020**

General Assembly | Los Angeles, CA  
**Certificate: Digital Marketing, 2017**

California State Polytechnic University | Pomona, CA  
**Bachelor of Science: International Business and Marketing, 2016**

## TECHNICAL SKILLS

- Salesforce
- HubSpot
- Adobe Photoshop
- Adobe Illustrator
- Adobe Acrobat
- CANVA
- Microsoft Office Suite
- Promo
- Cision
- Falcon.io
- Meltwater

## WORK EXPERIENCE

### Realtor

**Coldwell Banker Hallmark Realty, Glendale, CA | June 2022 – Present**

- Facilitating negotiations between buyers and sellers,
- Generating client leads to buy, sell, and rent a property
- Promoting properties with ads across all digital media channels

### Business Development Manager

**Lov Retail, Los Angeles, CA | Nov 2021 – Present**

- Boosted company revenue by 30% during the first year of employment
- Collaborated with business development, marketing, and product departments
- Prospected and converted eight new clients bringing in over 150k in new revenue

### ACCOUNT STRATEGY MANAGER

**Salted Stone, Monrovia, CA | March 2021 – Nov 2021**

- Directly responsible for providing oversight to multiple clients and developing long-term partnerships with key stakeholders.
- Supports the development and implementation of go-to market strategy for clients that results in growth and increased profitability.
- Manage an active account with the largest internal digital media spend at \$1M.
- Collaborate with cross-functional digital media team to create and execute programmatic ads for across multiple channel (Facebook, LinkedIn, Instagram).
- Conduct in-depth market analysis and research to propose strategic initiatives that targets the buyer's journey throughout the marketing funnel.

### ASSISTANT MARKETING MANAGER

**Aukey, Pasadena, CA | Nov 2019 - April 2020**

- Contributed to the implementation of Aukey's creative direction, branding and marketing strategies in preparation for the U.S. division launch of the company.
- Supervised 5 freelancers and contractors within the creative team including designers, developers and copywriters.
- Collaborated with design team throughout the product packaging design process of Aukey U.S.-based product launch.
- Coordinated a highly successful CES 2020 Trade Show strategy on behalf of the company that led to significant inquiries, press engagement and brand awareness.
- Helped develop company-wide creative and marketing guidelines including brand guides, social media guidelines, redesigned logos and colors.

# JOSEPH KASKANIAN

MARKETING MANAGER + B2B + SALES + GROWTH HACKER

## PROFESSIONAL SKILLS

- B2B
- B2C
- Branding
- Marketing Strategy
- Sales
- Market Research
- Data Analysis
- Customer Relationship Management
- Partnership Development
- Team Leadership
- Product Launch
- Cloud Computing Sales (AWS, Google Cloud)
- Vendor Management
- Social Media Marketing
- Email Marketing
- Drip Campaigns
- Digital Marketing Strategy
- Advertising
- Paid Media
- Program Management
- Product Management
- Influencer Marketing
- Budget Management and Allocation
- Public Relations
- Strategic Communications
- Content Marketing
- Creative Direction
- Community organizing
- Cross-Functional Collaboration

## WORK EXPERIENCE

### ASSISTANT MARKETING MANAGER

**Belkin International, Los Angeles, CA** | Jan 2018 - Nov 2019

- Helped secure partnership with Los Angeles Football Club resulting in a \$150K contract on behalf of the company including product placement within Banc of California football stadium.
- Identified new business development strategy for the company leading to several multimillion-dollar contract opportunities throughout the United States.
- Helped spearhead the B2B Sales Department which contributed to the largest share of profits and was responsible for the highest margins in the company.
- Developed internal incentive programs that led to significant increases in sales for affiliate retailers.
- Supported Belkin's Education sales team with all marketing material and tradeshow events.
- Managed agency relationships to develop and execute digital and social media initiatives across multiple regions.
- Conducted extensive market research to develop data-driven marketing programs aimed to reach designated target audiences (LATAM).
- Supervised and reviewed all marketing collateral creation and distribution including maintenance of digital content across regional e-commerce accounts.
- Drove creative execution to support activities within B2B channels including distribution, NSP, VAR.
- Coordinated logistics, giveaways, product displays and show service orders for domestic trade shows, floor days and tabletop events.

### SOCIAL MEDIA COORDINATOR

**SADA Systems, Inc., Los Angeles, CA** | Aug 2017 - Feb 2018

- Analyzed market trends and competitive landscape to identify opportunities to increase revenue.
- Participated in cross-functional collaboration with Microsoft and Google sales teams and senior management.
- Supervised strategy, development and launch of B2B social campaigns across all social channels including Facebook, Instagram, YouTube and Twitter.
- Evaluated client feedback to develop and establish response protocols implemented by Client Services team.
- Developed and managed 30 email segments and drip campaigns across entire

## COMMUNITY INVOLVEMENT

**Armenian National Committee-Western Region-Glendale, CA**

**Member Board of Directors** | Aug 2016-Present

- Generated 3 billion impressions and 300 backlinks through public relations efforts and marketing strategy.
- Responsible for coordinating influencer outreach campaigns with celebrities such as Kim Kardashian and Serj Tankian.
- Launched internship program for college students and recent graduates interested in political science and advocacy with over 200 current and former members.
- Implemented remote online solution for internship during COVID outbreak.
- Manage \$500,000 annual budget and appropriate allocation of funds.
- Direct successful advocacy campaigns on behalf of the Armenian community generated support from international brands such as McDonalds.
- Conducted feasibility studies to capture data and offer program recommendations.
- Created and launched marketing initiatives across email, social and affiliate programs to drive record-breaking activist growth.

**VI. (B)**

*Please include a brief written statement outlining your views on the roles and responsibilities of this Board or Commission, its key issues, and your goals if appointed (attach additional sheet if necessary).*

I moved to Glendale 5 years ago and fell in love with the city. It has always been a special place to me, with its vibrant community, history, and progress. As a design review board member, I will be responsible for ensuring that new construction projects fit in with the character of the city - both respecting its traditions and embracing its modernity. I take this job very seriously, knowing that the footprint we leave here today will be one that lives for generations to come.

My family has worked in the real estate and construction industry for many years and I have spent time working on reviewing city ordinances to ensure that projects are up-to code. As a design review board member, my goal will be to ensure all submissions follow these guidelines set out through our local laws & regulations. I am very excited about this opportunity because it gives me an inside look at how cities operate while also giving back - serving others by making their neighborhoods more beautiful!

Recently, we have seen an influx of new residents moving into Glendale, drawn by its vibrancy and community. This has led to a surge in construction activity, with new buildings developing all over the city. While this is great for the economy here in Glendale, we need to make sure that each new project enhances rather than detracts from the cityscape. My goal on this board is to ensure that the voice of Glendale residents is being heard and that we do not run into any constant bureaucratic hurdles. Together, as a community, we will leave a lasting footprint, one that we build together.

Our city/ community is constantly changing and growing. This growth brings new opportunities, but it also comes with challenges. As a design review board member, I will be the voice of Glendale residents, ensuring that each new construction project enhances the city and respects its traditions. I am excited to take on this challenge and continue making Glendale a great place to live, work, and raise a family.