



CHRISTINE DEROHANNESIAN

NYC Metropolitan Area | South Florida

CAREER HIGHLIGHTS

SVP, Strategic Initiatives for CEO Michael Katz

DASMEN RESIDENTIAL, 2025

- Lead major redevelopment strategies across multiple fast-growing markets.
- Drive portfolio-wide CAPEX planning, execution, and asset performance.
- Oversee acquisitions due diligence to secure strong multifamily returns.
- Manage vendor negotiations optimizing cost, quality, and scale.
- Build key relationships with investors, lenders, partners, and stakeholders.
- Identify and structure new investment opportunities for portfolio growth.
- Implement operational efficiencies that enhance NOI and stability.
- Guide executive team alignment, structure, and long-term direction.

Chief of Staff for Founder and CEO Michael Katz

RETURN QUEEN, 2024

- Supported founders in shaping vision, mission, and strategic direction.
- Stepped in to stabilize operations during a rapid growth phase.
- Filled critical leadership gaps to maintain momentum and continuity.
- Built and led core teams aligned with evolving company priorities.
- Drove cross-department coordination to accelerate key initiatives forward.
- Streamlined workflows to strengthen efficiency and organizational clarity.
- Advised founders using prior success with DASMEN and AppWork.
- Ensured seamless execution while preparing the company for scale.

SVP, Growth for Co-Founder Michael Katz and CEO Sean Landsberg

APPWORK, 2023 - 2024

- Provided thought leadership to the executive team.
- Led start up growth strategies with a comprehensive roadmap.
- Utilized analytics for strategic decision-making and problem-solving.
- Enhanced team collaboration and engagement by 100%.
- Boosted market share 38% through partnership strategies.
- Increased brand visibility with targeted B2B networking and campaigns.
- Managed PR, content creation, and event planning.
- Built a community of brand advocates and managed programs.

VP, Strategic Development for CEO Michael Katz

DASMEN RESIDENTIAL, 2021 - 2023

- Drove growth at DASMEN Residential and five subsidiaries.
- Provided strategic problem solving with the executive team.
- Led business development and operational turnaround.
- Boosted team efficiency 67% through organizational infrastructure, optimization, recruitment, onboarding and training.
- Launched a rebrand and stabilized distressed F&B services of four venues in a Miami hotel, with significant tourism recognition and positive reviews.
- Played a key role in refinancing assets through municipality relationships.

Chief Business Advisor-Strategic Development, Chief of Staff for Founder /Principal Brian Blake

RED VANILLA / RED VANILLA HOME, 2017 - 2021

- Developed CEO's roadmap and business growth plan.
- Enhanced efficiency by redefining company organization and structure.
- Produced top performers in product development and turn cycles.
- Rebranded with increased storytelling, marketing and PR visibility.
- Recruited and maintained strategic partnerships.
- Sourced, designed, and facilitated showrooms and global trade shows.
- Managed business and personal real estate portfolio.

ABOUT

With decades of thought leadership across various industries, I thrive with the opportunity to strategically problem solve and ignite immediate momentum!

My drive is to organize and optimize operations, empower and motivate teams, solidify partnerships and resources, provide creative content writing and clear communications, maximize PR and marketing exposure, build trusting relationships and tap into my extensive networking capital.

TOP SKILLS

- Critical Thinking
- Creative Problem Solving
- Strategic Planning
- Growth Strategies
- Team Building
- Goal Setting
- Prioritizing and Pivoting
- Empowering and Motivating
- Crisis Management
- New Business Development
- Operational Turnaround
- Organization
- Communication
 - Executive
 - Team
 - Stakeholders
 - PR, Marketing
- Content Creation
- Creative Writing
- Public Relations
- Community/Client Connection
- Relationship Development
- Partnership Management

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INTELLECTUAL PROPERTY

Organizational Strategy

COPA

- Communication
- Organization
- Planning
- Accountability

COMMUNITY

President, Woodbury Chamber of Commerce

Woodbury, New York

2016-2020

- Spearheaded economic development initiatives.
- Recruited record-breaking membership with 300% growth.
- Represented local businesses in community and state affairs.
- Introduced and orchestrated highly attended annual community events: business expos, government and school district BOE meet and greets, senior resources, culture within community, and children's trunk or treat.
- Hosted productive monthly meetings and well received networking events.

Chief Business Advisor-Strategic Development, Chief of Staff for CEO Tony Abbatine

FROZEN ROPES, 2016 - 2021

- Developed CEO's roadmap and business growth plan.
- Led strategic growth by 33% consistently year over year.
- Rebranded company and implemented new standard of operations.
- Provided clear communication for local business and franchise directives.
- Secured significant marketing and PR exposure through creative content.
- Liaison for investors, franchise leads, corporate partnerships, and PR.
- Conceptualized and launched the Frozen Ropes "Powered By" program.
- Spearheaded the publication of the CEO's first book from concept to print.

Founder, Community Connection and Business Expos

BUMBLE-FLY, 2014 - 2019

- Orchestrated regional expos with 200+ vendors, 4,000 guests.
- Boosted local awareness through large-scale events.
- Recruited vendors, sponsors, and secured media coverage.
- Created impactful marketing and social media campaigns.
- Provided real-world experience for business students and FBLA.
- Guest lectured on community, leadership, and cultivation.

Chief Business Advisor-Strategic Development, Chief of Staff for CEO Gary Loveman & GM Darold Londo

CAESARS ENTERTAINMENT INC. , 2014 - 2016

- Developed tourism strategy for Caesars' NY application.
- Secured 850+ local sourcing contracts.
- Established and led the New York office.
- Fostered key relationships from local to state levels.
- Directed PR, media coverage, and community events.
- Acted as community liaison for support and advocacy.

Owner/Operator, Culture Center

BUMBLE-FLY, 2011 - 2015

- Downtown Square consisting of 4 storefronts:
 - Cafe
 - Consignment for Hand Made, Local Art, and Antiques
 - Studio
 - International Foods
- Enhanced local economic development through community hub.
- Directed operations, sales, and marketing effectively.
- Navigated competitive landscape to boost annual revenue.
- Achieved 27% increase in engagement and loyalty year over year.
- Spearheaded strategic growth and brand development.
- Fostered 85% increase in cross-sector partnerships.

Director, Visual Merchandising

MIKASA and THE SAK, 1994 - 2003

- Participated in weekly executive business strategy meetings.
- Orchestrated new store openings and resets during a time of 143% growth.
- Implemented inventory assortments, marketing, branding, and visual presentation directives company-wide.
- Supervised nationwide regional managers.
- Created retail and department store concepts to increase revenue by 23%.
- Developed strategic food and beverage partnerships.
- Advanced a store's sales ranking from #5 to #3 out of 170 within a short 18 month period.
- Designed and operated country-wide trade shows and showrooms.