



## **2018 Women In Real Estate, Professional Services: Eseosa Eke, RM Friedland**

September 18, 2018 - Spotlights

Name: Eseosa Eke

Title: Marketing Manager

Company Name: RM Friedland

Real estate association / organization affiliation(s): REBNY

What are some of your biggest accomplishments in the last 12 months?

Successfully developed the marketing campaigns for the commercial components of The Bronx's largest affordable housing development: La Central, New Rochelle's game changing development, 587 Main St. and Robert Martin's, The Shoppes at Elm at 35 Valley Ave. created a self-directed learning curriculum that awarded me certifications in social media, inbound marketing and email campaigns.

How important is it for women to create a personal brand?

Our noisy digital landscape can easily make a woman feel like she's out of control, especially with the increasing influence of social media where labels are often placed on people. Having a personal brand allows a woman to have a voice to essentially say what she wants about herself and take that control back.

How many messages are in your inbox right now and how do you manage email?

I have 8 messages in my inbox right now. I mark the ones I want to get back to immediately as unread so I can keep track of them. For the others, filters!

What do you do like to do for fun?

Traveling to coastal cities/countries, learning to cook Middle Eastern Food, reading—87 books since last September!

In one word, describe yourself:

Purposeful

What blogs, resources, podcasts or influencers have helped you?

The School of Greatness Podcast with Lewis Howes, The Brendon Show Podcast with Brendon Bruchard, The Forbes CMO network blog.

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