



Leone promoted to SVP, digital marketing for Terra Holdings

April 14, 2015 - Front Section

According to Halstead Property, Matthew Leone has been promoted to senior vice president, digital marketing for Terra Holdings, Halstead's parent company. In his new role, he will work closely with Gerald Makowski, executive director of marketing and James Cahill, information and technology officer for Terra Holdings.

Leone joined Terra Holdings in 2004 as the Marketing Coordinator and was subsequently promoted to Marketing Manager in 2007 and to Director of Web Marketing and Social Media in 2011.

"Matthew Leone continues to play an integral role in our social media and digital marketing space," said Diane M. Ramirez, Chief Executive Officer of Halstead Property. "His promotion to Senior Vice President of Digital Marketing recognizes his innovative approach and significant contributions to the company, which have not only advanced our sales agents and staff to the next level of technology, but have strengthened the way we communicate with our consumers."

Leone will continue to work on advancement of the Terra Holdings entities in the areas of social media, blogging, video, interactive marketing, e-marketing, and other digital marketing related initiatives.

Prior to joining Terra Holdings, Leone gained experience at the sports marketing firm NSM, where he worked directly with events and marketing promotions for Big East Conference basketball and created marketing proposals for the PGA tour. A member of the American Marketing Association, he graduated with honors from Marist College in Poughkeepsie, NY, with a degree in marketing and finance. He currently sits as an elected member of the Technology Advisory Council for Leading Real Estate Companies of the World and also serves on the Content Advisory Council for Inman News.