



Manhattan Skyline Management appoints Bloom SVP of marketing and hires Vredjian as dir. of leasing

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New York, NY According to Manhattan Skyline Management Corp., Carole Bloom has rejoined the firm as senior vice president of marketing, leasing and sales. Bloom has more than 20 years of industry experience and has sold and leased over \$2 billion in residential properties.

The firm has also reorganized and bolstered their team with the addition of Mariana Vredjian, who joins the firm as director of leasing, bringing with her an accomplished industry record spanning more than two decades. Additionally, current team members Josh Roth and Tom Eschmann have been promoted to senior vice president of retail and senior vice president of management and operations, respectively.

Bloom will oversee both onsite leasing and tenant retention in addition to public relations and marketing responsibilities. Her experience is multi-faceted, spanning from pre-development sales, design consultation, marketing and existing rental properties.

She comes to Manhattan Skyline Management from her position as Executive Vice President of Leasing at Halstead, and has previously worked at the Bloomstone Group, Durst Residential and the Gotham Organization. Bloom is a licensed broker in New York State and began her career at the Related Companies in 1992.

Carole's deep understanding of rental and market dynamics, coupled with her unparalleled experience, make her the perfect fit for our company. We are lucky to welcome her back," said Laurie Zucker, Vice Chairwoman of Manhattan Skyline Management Corp. "Carole and Mariana's appointments, as well the promotion of Josh and Tom underscore our continued commitment to both our residential and commercial portfolios."

"I couldn't be more thrilled to return to Manhattan Skyline, which has always been a home to me," said Bloom. "It is great to be welcomed back and I look forward to accomplishing great things together with my colleagues."

Vredjian's esteemed career includes a track record of success with firms including Halstead/Brown Harris Stevens, Silverstein Properties, Solow Realty & Development, and most recently The Bloomstone Group where she served as the Leasing Director for The Pierrepont, a boutique luxury development in Brooklyn Heights. Her expertise spans all facets of the residential brokerage industry, including leasing, sales, advertising, customer service, resident relations, social

programming, property management, lease administration, financial proformas, and contract negotiations. Vredjian is a Licensed Real Estate Broker in the State of New York, a member of The Real Estate Board of New York, and a city resident for over 30 years.

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