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## **Graham joins Dolben as marketing director**

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According to The Dolben Co., Inc, Sara Scarborough Graham has joined the firm as director of marketing. Graham will be responsible for developing and driving the company's marketing strategy, as well as developing property marketing plans for individual communities. As part of these efforts, Graham will be analyzing advertising campaigns, evaluating social media marketing technologies, overseeing property enhancements and developing a resident retention program. Graham will also be responsible for designing, implementing and instructing leasing based training programs for property employees.

Graham brings more than a decade of real estate marketing and public relations experience to the company. Previously, she was director of marketing at Northland Investment Corp., a privately held, fully integrated real estate investment and development firm, where she built the marketing department from the ground up. Her responsibilities at Northland included strategic planning, brand management, public relations, and oversight of all firm marketing activities.

Prior to that, she managed the public relations and brand development efforts for Berkshire Mortgage Finance, a commercial mortgage firm. Ms. Graham first entered the real estate industry at Spaulding & Slye Colliers, a real estate services and investment company, where she coordinated various community relations programs for large-scale development projects. She started her career at Arnold Public Relations, a division of Arnold Worldwide.

"The Dolben Company has an outstanding reputation, and I am thrilled to be joining such a well-respected firm," Ms. Graham stated. "The executive team and all of my colleagues have been incredibly supportive, and I am looking forward to developing some exciting new marketing programs to build brand awareness and augment our leasing and property management efforts."

Thomas D. Beaton, Vice President of Property Management, noted, "Sara's deep experience in real estate marketing and public relations, combined with her passion for social media, makes her a great addition to The Dolben Company. We are very excited to have her on board and look forward to her contributions."

Ms. Graham earned a BA in English from Colby College and an MA in Integrated Marketing Communication from Emerson College. A member of the American Marketing Association, she served as the Boston chapter's Vice President of Communications for two consecutive terms, and is currently serving as Board Member at Large and Executive Vice President of Communications Strategy and Planning. She is also a co-founder of the New England Real Estate Marketing Forum and is a member of Boston Women Communicators, The CMO Club, and NAIOP.

## About The Dolben Company, Inc.

With offices in Massachusetts and Maryland and over 10,000 residential units throughout the New England and Mid-Atlantic regions, The Dolben Company, Inc. is built on a deep heritage of performance and stewardship. Since 1929, four generations of the Dolben family have upheld a proud tradition of unparalleled success and profitability, fulfilling the property and investment needs for a wide array of businesses, financial institutions, organizations and private investors. For more information on The Dolben Company, visit [www.dolben.com](http://www.dolben.com).

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