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Linear Retail hires Podaski as marketing and social media mgr.

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Linear Retail Properties, LLC, recently hired Diana Podaski as marketing and social media manager at its Burlington office.

As Linear's portfolio of retail properties continues to grow, Podaski will be charged with developing and executing the company's marketing plan to support its leasing and acquisition efforts. Her duties will include building and strategizing social networks, enhancing the firm's web presence and launching integrated campaigns.

Prior to joining Linear Retail Properties, Podaski worked for Chestnut Hill-based WS Development. Her duties at WS included initiating a social media plan for the Derby Street Shoppes in Hingham; coordinating large corporate events and managing trade shows.

Podaski is a 2010 scholarship recipient of ICSC's John T. Riordan School for Professional Development for Marketing II Institute. She holds a BA in Communication and an Associate Degree in Applied Science for Community Leadership, both from the University of New Hampshire.

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