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FOR IMMEDIATE RELEASE

Douglas Elliman Names Amy Rosenfeld Vice President, Creative

Award-Winning Creative Director and Brand Strategist to Lead National Strategy for Elliman

(NEW YORK, NY – January 15, 2019) – Douglas Elliman Real Estate, the third-largest residential real estate brokerage company in the United States, announced today that Amy Rosenfeld has joined the firm as Vice President of Creative. In this leadership role, Rosenfeld, an award-winning creative director and brand strategist, will develop the firm’s strategic aesthetic at the national level, advance and integrate new technologies in the digital space, and manage the day-to-day functions of the creative department while ensuring high standards and consistent brand messaging across all regions and channels. Douglas Elliman welcomes Amy from LVMH, a brand synonymous with luxury goods and services. She will be based out of Elliman’s New York City headquarters at 575 Madison Avenue, reporting directly to President and COO Scott Durkin.

“I have been following Amy’s illustrious career for many years and am absolutely thrilled to welcome her to Elliman,” said Scott Durkin, President and Chief Operating Officer, Douglas Elliman. “Amy possesses a wonderfully creative eye and is an effective communicator, with a unique ability to connect with and inspire people. She has the background and the expertise to help elevate the Douglas Elliman brand across all of our markets, and she will be a major asset in mentoring, motivating and developing team members along the way.”

At Elliman, Rosenfeld will execute high-level concepts, campaigns, and programs with the internal creative team, and provide guidance and direction for all agency partners to deliver premium and modern design solutions. She will oversee all User Experience (UX)/User Interface (UI), and digital design, photography and the curation of Douglas Elliman’s digital properties. These include websites, email campaigns, social media and other digital assets and content. She will also drive the firm’s digital and print visual aesthetic and is tasked with developing and enhancing video capabilities within the organization.

“Elliman has built an exciting and compelling brand, and I am so honored to be stepping into this new role within the firm,” said Rosenfeld. “Innovation is key at Elliman, and I am excited for the opportunity to work with such talented designers and strategists, both internally and among our prestigious agency partners. I look forward to further developing our team and elevating the company’s visual identity across our national markets.”

Rosenfeld boasts a proven track-record of leading bold ideas from concept through execution to produce elevated and innovative content for top international brands, agencies and media companies. Her broad skill set includes cross-platform branding, digital, print, photo and video art direction, management and team building. She brings an experienced artistic eye to a diverse range

of categories, including fashion, beauty, lifestyle, hospitality, travel, home and interior design, food, celebrity, sport, and business.

Most recently, she has spearheaded global campaigns for Fresh in her role at LVMH, a French multinational luxury goods conglomerate. Her previous work includes campaigns for Victoria's Secret, Laird + Partners, MoroccanOil, Clique Brands (CMG), Gucci, DeBeers, Estee Lauder, Revlon, Bloomingdales, CondeNast, Hearst, Time INC. and ABP, India's largest media company.

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About Douglas Elliman Real Estate

Established in 1911, Douglas Elliman Real Estate is the largest brokerage in the New York Metropolitan area and the third largest residential real estate company nationwide. With more than 7,000 agents, the company operates approximately 113 offices in New York City, Long Island, The Hamptons, Westchester, Connecticut, New Jersey, Florida, California, Colorado and Massachusetts. Moreover, Douglas Elliman has a strategic global alliance with London-based Knight Frank Residential for business in the worldwide luxury markets spanning 60 countries and six continents. The company also controls a portfolio of real estate services including Douglas Elliman Development Marketing, Douglas Elliman Property Management and Douglas Elliman Commercial. For more information on Douglas Elliman as well as expert commentary on emerging trends in the real estate industry, please visit elliman.com.