CASE STUDY: EDGEWOOD PROPERTIES

Building a Cohesive Digital Presence Across a Growing Portfolio

A property portfolio needs to help people understand each community while keeping the wider organization recognizable. At Edgewood Properties, I was responsible for the web presence across the property portfolio, including websites and email communications.

My work connected website development and updates with HTML email production. It involved the design, content, and marketing needs of individual properties as well as the corporate website.

This study brings together the website, UX, and email work described in that period. It shows the range of the contribution and the colleagues involved.

Quick Highlights

Dated archive examples: 2015–2016

Scope: 12+ Residential and Commercial Properties

Deliverables: Websites, Email Campaigns, Information Architecture, User Experience Enhancements

Strategic Impact: Unified Digital Identity, Accelerated Marketing Operations, Strengthened Client Trust

The Challenge

Each property had its own information, imagery, and audience. The challenge was to keep the navigation and visual decisions coherent while allowing a community or commercial property to retain its own identity.

A repeated layout or content decision could affect several sites. Clear references and coordination with the people supplying content were important parts of keeping the work manageable.

The aim was a practical approach to the portfolio: make information easier to follow and give the marketing team a consistent basis for updates.

The Strategic Approach

I worked with internal designers, copywriters, marketing colleagues, and technical staff on website and campaign needs. That collaboration connected the frontend implementation with the materials and decisions feeding into it.

The work included page structure, navigation, visual consistency, and reusable patterns across different property types. The details needed to fit the individual site as well as the shared approach.

Wireframes, content organization, and review of existing pages helped make the intended experience clear before and during implementation.

Working across the portfolio meant thinking about what could be shared and what needed a property-specific treatment.

Contributions Overview

The property lists below provide context for the website and communication work described in this study. Current linked websites may have changed since the versions I worked on.

Residential Communities Supported

COMMUNITY NAME	LOCATION
Brookside Gardens	Somerville, NJ
The Edge at Matawan	Matawan, NJ
Gabrielle Run	Toms River, NJ
The Crossings at Hamilton Station	Hamilton Township, NJ
The Edge at Raritan Heights	New Brunswick, NJ
The Edge at Freehold	Freehold, NJ
The Villas at Fairway	Piscataway, NJ
The Pointe at Neptune	Neptune, NJ
Evergreen at Timber Glen	Mays Landing, NJ
The Edge at Main	Somerville, NJ

Residential Properties Strengthened Through Unified Digital Strategy

Commercial Properties Supported

PROPERTY NAME	LOCATION
Towne Place at Garden State Park	Cherry Hill, NJ
Broad Street Plaza	Matawan, NJ
Fairway Towne Center	Piscataway, NJ
Market Place at Brick	Brick, NJ
Raritan Heights	New Brunswick, NJ

Commercial Properties Strengthened Through Digital Branding Alignment

Alongside property-specific work, I supported updates to the Edgewood Properties corporate website.

Contributions spanned across:

- Website design, development, and refinement
- Email campaign creation and deployment
- Information architecture improvements
- User experience research and usability testing
- Brand consistency enforcement across digital assets
- Google Analytics tracking and iterative data-driven improvements

Applications and Tools Used

- **Adobe Dreamweaver:** HTML/CSS development and website maintenance

- **Adobe Photoshop:** Web graphics, marketing visuals, and image optimization (Save for Web)
- **Adobe Illustrator:** Logo refinements and scalable vector assets
- **Adobe Acrobat:** PDF creation and editing for digital property documents
- **Constant Contact:** Branded email campaign deployment and list management
- **Litmus:** Email rendering and quality assurance testing across devices and clients
- **OmniGraffle:** Wireframing, user journey mapping, and site architecture planning
- **Wireframing and Storyboarding:** UX planning and iteration for websites and emails
- **Google Analytics:** User behavior tracking, conversion analysis, and UX optimization
- **SEO Basics:** On-page meta optimization and content strategy for enhanced visibility
- **Photoshop Optimization / TinyPNG:** Improving page load speed through optimized assets
- **Manual Versioning and CyberDuck:** Secure file management, FTP workflows, and project archival discipline
- **CyberDuck:** Secure file transfer and collaboration across design and development teams
- **WCAG 2.0 Best Practices:** Color contrast, image alt-texts, and user accessibility consideration
- **RealPage Platform:** Property listings, leasing portals, and resident communication systems
- **Google Maps Integration:** Embedding property locations and optimizing findability
- **Microsoft Office Suite:** Project documentation, content planning, asset tracking, and internal communication

Dated work from the archive

These are working examples from the website and email responsibilities described above. The dates are creation dates recorded in my filename convention, rather than campaign send dates. For example, `20150827105327` records August 27, 2015 at 10:53:27; the invitation itself describes a later event.

Selected archived email examples. Dates follow the original filenames.

CREATION DATE IN FILENAME	VIEW THE ORIGINAL EMAIL
2015-08-27	Park Lane pool-party invitation
2015-10-08	The Crossings: Trunk or Treat
2016-05-10	College Pointe quarterly newsletter
2016-08-03	Special invitation

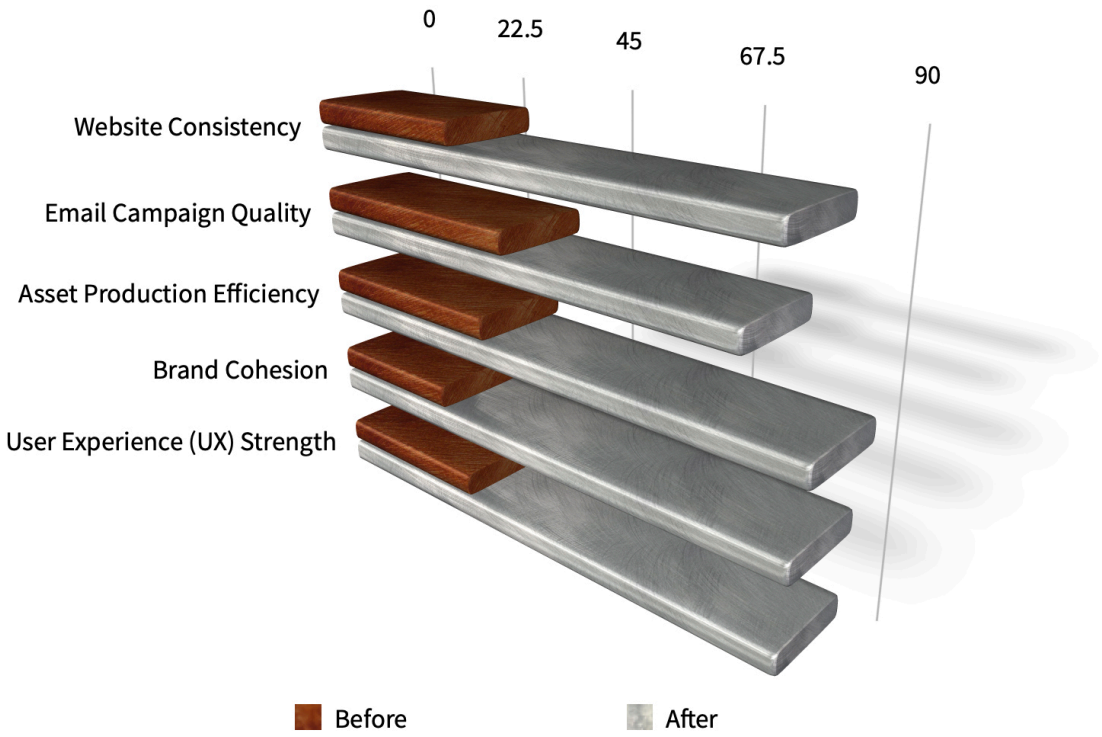


Campaign artwork from the August 27, 2015 working file. Open the original email to inspect the complete message, layout, and Edgewood contact references.

Together, these samples show recurring email production across resident events, newsletters, and marketing communications. My responsibility also covered the property and corporate websites described in this study.

Before vs. After

The tables below describe the design and coordination issues involved and the approaches used to address them. They are a qualitative account of the work, rather than a controlled measurement of business outcomes.



Qualitative summary of the design and coordination approach

CHALLENGE	CONSEQUENCE
Fragmented Website Designs	Inconsistent branding confused users across properties.
Inconsistent Email Campaigns	Mixed quality and tone reduced marketing impact.
Redundant Asset Creation	Teams spent extra time recreating materials from scratch.
Weak Cross-Property Identity	Properties felt disconnected from the parent brand.

CHALLENGE	CONSEQUENCE
Limited Usability Focus	User experiences were inconsistent, slowing lead conversions.

Before: Uncoordinated Growth Across Digital Touchpoints

SOLUTION	STRATEGIC OUTCOME
Unified Website Architecture	Properties shared brand cohesion while maintaining local identity.
Branded Email Templates	Consistent messaging improved engagement and campaign effectiveness.
Centralized Digital Asset Standards	Reduced redundant work and accelerated marketing launches.
Strengthened Property-Brand Connection	Properties felt like extensions of the Edgewood master brand.
User-Centered Design Enhancements	Improved lead generation and user satisfaction across the portfolio.

After: Strategic Brand Cohesion Across All Digital Channels

The Result

The contribution brought website implementation, visual consistency, and communication materials together across the portfolio.

Shared patterns and templates provided a basis for ongoing updates. The work also depended on the people preparing content, reviewing designs, and coordinating priorities.

For another team, the relevant experience is the ability to work on an individual page or campaign while understanding its relationship to a wider set of properties and materials.

Credits and Acknowledgements

I worked alongside people whose design, content, and coordination made the projects possible. Their contributions deserve acknowledgment:

- **Kevin Revoir, Graphic Designer:** A creative partner whose design craftsmanship consistently elevated the visual quality across projects.
- **Danielle Chan (Wong):** An outstanding coordinator whose precision and calm execution kept complex timelines moving effortlessly, the best I have worked with.
- **Bruce Gassman, Director of Sales:** A communicator with unmatched clarity and persuasive energy, capable of articulating visions sharply and inspiring action at every level.
- **Jack Morris, Founder:** More than a leader, a mentor figure whose vision, decisiveness, and deep commitment to excellence created an environment where high standards were lived, not just expected.
- **Ashley McPartland:** A master of timing, whose ability to coordinate critical communications and initiatives at exactly the right moments made all the difference behind the scenes.
- **Marc LeVine:** A motivator whose positivity, encouragement, and visionary thinking regularly turned challenges into new opportunities, making the impossible feel achievable.

Thank you to these colleagues for the care, practical help, and perspective they brought to the work.

> *Working with Mr. Tabiri was a true asset to our growing digital initiatives. His attention to detail, ability to unify complex portfolios, and consistent delivery under pressure made a real difference across Edgewood Properties' expanding footprint.*
>
> — Ashley Bedman McPartland, Executive Assistant to the President & CEO, Edgewood Properties, Inc.

What I could contribute to your team

Website and campaign support across a portfolio

This work shows how I can support several related websites while paying attention to each brand's content and audience. My contribution combines frontend work, information organization, email production, and coordination with design and marketing colleagues.

Facing a similar challenge?

Tell me what your team needs to improve. Start a conversation about your project.

This case study highlights Gyata Tabiri's contributions in partnership with Edgewood Properties' marketing teams. Created for portfolio presentation purposes.