



Starlett Quarles
Marketing Director

Recently honored as one of “*Los Angeles’ Most Influential African American Movers and Shakers*” by Reverend Al Sharpton’s National Action Network- LA, Starlett Quarles is a passionate, long time Community Advocate for the progress of Black Los Angeles and urban communities across the Country.

A Third-Generation Angeleno and Community Builder, Ms. Quarles’ family has been instrumental in the redevelopment of South Los Angeles’ urban landscape through the legacy of her grandfather’s Framing and Construction Company, as well as through her father’s Real Estate Development Firm, The Bedford Group of Companies.

As a result, Community Building is in her DNA. As the Director of Bedford’s Marketing and Communications Department, Ms. Quarles is responsible for managing the department’s daily operations; as well as overseeing the branding, marketing, advertisement, media, messaging, and public relations strategies for the company and all its development projects.

In this capacity, Ms. Quarles develops and executes Bedford’s Corporate Branding Strategy and Marketing Communications Campaigns. She also manages an in-house marketing team that oversees the marketing and promotions of Bedford’s New Home Communities.

Ms. Quarles has been instrumental in helping to accelerate Bedford’s new homes sales growth and profitability through her innovative multi-media and social media marketing campaigns, which often include: video marketing, social media advertisement, interactive websites with online virtual model tours; as well as the traditional use of marketing flyers, brochures, newspaper ads, mobile billboards, and onsite marketing banners.

Ms. Quarles also acts as Bedford’s Corporate Spokesperson for Media Inquiries, as well as helps to deliver marketing presentations to prospective homebuyers, civic leaders and community groups; all in an effort to increase the firm’s brand awareness, new home communities, sales promotions, and on-site events.

A transcendent and dynamic personality with a savvy business acumen, Ms. Quarles has over fifteen years of training and professional experience in revitalizing and reshaping urban landscapes. Prior to working with Bedford, she was Program Director for Corridor Economic Development Corporation, and is currently President of *urban X marketing*, an award-winning niche marketing firm that provides an array of Urban Marketing, Branding, Communications, and Event Production Services to Small Businesses and Non-Profit Organizations.

As an educational precursor to her success at Bedford, Ms. Quarles obtained her Bachelor’s Degree in Sociology with an emphasis on Ethnic and Racial Stratification from the University of California at Los Angeles (UCLA). She also earned a Master’s Degree in Industrial/Organizational Psychology from the California School of Professional Psychology (CSPP), which placed emphasis on improving the Organizational Effectiveness of Culturally Diverse Work Environments.

As a result, Ms. Quarles has a solid foundation in Organizational Development, Marketing, Real Estate and Community Economic Development. She is also well-versed in Multiculturalism, and often emphasizes Diversity and Cultural Sensitivity in her Marketing, Branding and Community Outreach Strategies.

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