

Application Form

Profile

Prefix First Name Last Name

jamiezimbleman@gmail.com

Home Address Suite or Apt

City State Postal Code

Business Name and Address

Paddock Mall Haagen Dazs Ocala Psychology
General Manager of the
Paddock Mall and Gaitway
Plaza
Occupation

Home: (352) 207-8242
Primary Phone Alternate Phone

Are you a resident of Marion County?

Yes No

If you are a resident, state length of time in years:

I originally moved to Ocala in 1996

Do you own property within the City Limits?

Yes No

Do you reside within the City Limits?

Yes No

Do you own a business within the City Limits?

Yes No

Do you hold a public office?

Yes No

Are you a registered City voter?

☒ Yes ☐ No

Are you employed by the City?

☐ Yes ☒ No

At the present time, do you serve on a City Board, Commission, Authority, or Committee?

☐ Yes ☒ No

Please Note: A board/commission member shall not serve on more than one City board/commission at a time, unless that board/commission is an interim Ad Hoc Committee.

Which Boards would you like to apply for?

Downtown Redevelopment Advisory Committee: Submitted

Please note this application is effective for one year from date of submission.

Until such time as you are selected for the board/commission of your choice, can we submit your application when vacancies occur without contacting you each time?

☒ Yes ☐ No

Interests & Experiences

Please tell us about yourself and why you want to serve.

Why do you think you are qualified to serve on this board/commission?

I currently run one of the largest sales tax generators for the city in the Paddock Mall. I have a love and enthusiasm for Ocala and would love to give back by serving my city in some capacity. I also love development and am currently involved in a development project at the mall that I still consider to be on the west side of town. I also am opening anew Haagen Dazs franchise on the downtown square and my wife and I own Ocala Psychology, and we are opening a large office/practice in Laurel Run.

Brief Resume of Education and Experience:

General Manager of the Paddock Mall and Gaitway Plaza -Over Operations, Leasing, Development, Marketing, Advertising, Security, and Housekeeping for the Paddock Mall and Gaitway Plaza -Masters in Business Administration- Webster University -Bachelors of Science- University of Central Florida

Upload a Resume

By submitting this application, you hereby confirm that you have read and understand the application, that all information furnished by yourself is true and accurate and that, to the best of your knowledge, you meet the criteria for serving on the board(s)/commission(s) for which you are applying.

If you have any questions, please call the Office of the City Clerk at (352) 629-8266.

Jamie Zimbleman

Ocala, FL • 352-207-8242 • jamiezimbleman@gmail.com

Professional Summary

Dynamic and results-driven retail and property management professional with over 12 years of progressive leadership experience in marketing, operations, and general management. Recognized for building strong community partnerships, driving tenant success, increasing property revenue, and developing innovative marketing strategies that enhance traffic and sales. Entrepreneurial leader and current franchise owner expanding into Downtown Ocala with Häagen-Dazs. Adept at leading high-performing teams, maximizing NOI, and serving as a trusted ambassador between corporate, tenants, and the community.

Professional Experience

Häagen-Dazs Franchise – Owner

Coming Soon | Downtown Ocala, FL

Developing and launching a flagship Häagen-Dazs franchise in Downtown Ocala. Overseeing site selection, build-out, staffing, and pre-opening marketing strategy. Establishing operational, financial, and customer service standards aligned with global brand requirements. Leveraging community partnerships and local marketing initiatives to drive traffic and awareness.

CBL Properties – General Manager – Paddock Mall

Aug 2025 – Present | Ocala, FL

Lead overall operations and financial performance of Paddock Mall and affiliated properties. Serve as primary advocate and ambassador for the asset, ensuring strong community engagement and corporate alignment. Drive revenue growth through strategic leasing, specialty leasing, sponsorships, and experiential events. Recruit, develop, and retain a high-performing team while ensuring tenant satisfaction and guest engagement.

Washington Prime Group Inc. – General Manager – Paddock Mall & Gaitway Plaza

Oct 2021 – Aug 2025 | Ocala, FL

Maximized financial performance, overseeing budgets, forecasts, capital improvements, sales, and traffic initiatives. Established Paddock Mall as a vibrant town center, aligning with corporate goals and community needs. Expanded differentiated local and regional tenancy, creating unique shopping and dining experiences. Built strong relationships with civic leaders, non-profits, and trade groups, driving sponsorship and brand presence.

Washington Prime Group Inc. – Director of Marketing Operations – WestShore Plaza

May 2019 – Nov 2021 | Tampa, FL

Developed and executed comprehensive annual marketing strategy, increasing revenue and repeat shopper visitation. Designed and executed high-impact campaigns, events, and sponsorship opportunities to strengthen NOI. Cultivated strong tenant relationships and provided proactive strategies for sales and traffic growth. Enhanced community presence through media, PR, and innovative digital engagement initiatives.

Washington Prime Group Inc. – Marketing Director – Paddock Mall & Gaitway Plaza

Oct 2017 – May 2019 | Ocala, FL

Implemented annual marketing and sponsorship plans that met and exceeded budget targets. Managed mall campaigns, promotions, and new store openings while strengthening tenant relations. Developed and executed large-scale community events, PR campaigns, and social media strategies. Partnered with corporate leasing and marketing teams to ensure competitive positioning.

Promise Healthcare, Inc. – Marketing & Community Relations Manager

May 2016 – Oct 2017 | Boca Raton, FL

Created and executed marketing strategies to increase brand awareness and patient growth. Oversaw B2B initiatives, CRM software launch, and digital campaigns to improve customer engagement. Managed community events, PR efforts, and cross-channel marketing initiatives.

The Cornerstone School – Marketing Director

May 2013 – 2016 | Ocala, FL

Designed and executed marketing strategies for one of Marion County's top private schools. Grew the largest ticketed event in Marion County, maintaining growth for multiple years. Coordinated fundraisers, sponsorships, and events (auctions, tournaments, races) to exceed revenue goals. Successfully exceeded enrollment objectives through targeted campaigns and community engagement.

Education

Bachelor of Science – University of Central Florida

MBA – Webster University

Skills

Property & Asset Management
Franchise Ownership & Business Development
Marketing Strategy & Sponsorship Development
Budgeting & Financial Forecasting
Team Leadership & Talent Development
Community Engagement & PR
Tenant Relations & Leasing Support
Event Planning & Execution
Digital Marketing & Social Media