



Media Marketing Specialist Jannett Roberts Joins Central Florida's Masterpiece Design Group

The former Turnstile Media Group executive will oversee sales and marketing for the award-winning design firm's Model Merchandising and Residential divisions

WINTER PARK, FL, UNITED STATES, July 12, 2018 /EINPresswire.com/ -- [Masterpiece Design Group](#) (MDG), an award-winning, full-service interior design firm that has been serving the country's homebuilding industry for more than two decades, has tapped into a national media company to fill two key roles within the company.

Jannett Roberts, who spent six years with Turnstile Media Group, formerly a subsidiary of Crain Communication, has been appointed Director of Sales for Masterpiece's nationally-acclaimed Model Merchandising Division and Director of Sales & Marketing for the company's Residential Division. Roberts' appointment was announced by Masterpiece President & COO Christy Scanlon.

"Jannett Roberts is an outstanding addition to the Masterpiece team," says Scanlon. "She brings a different perspective and skill set which we feel will be invaluable in helping expand the Masterpiece brand with both our current and future clients."

Although Model Merchandising and Residential are separate and independent entities under the Masterpiece umbrella, Scanlon feels Roberts' sales and marketing expertise will allow her to wear multiple hats and focus on both areas which have many similarities.

As Director of Sales for Model Merchandising, the division which oversees the design of builder model home centers, sales offices and community amenity centers, Roberts will be responsible for expanding business within the division, with a focus on new markets. Masterpiece currently provides professional design and model merchandising services to a roster of some of the country's largest homebuilders throughout Florida and parts of the Southeast.

In her role as Director of Sales & Marketing for the company's burgeoning Residential Division, she will be responsible for expanding the professional design services geared primarily to private homeowners and their primary residences, as well as those who own vacation and second homes. Before joining Masterpiece, Roberts was the Publisher and Director of Sales & Marketing for Professional Artist Magazine, an international business magazine owned and operated by Turnstile Media Group.

Prior to overseeing the foremost business magazine for artists, she was part of the founding team for Winter Park Magazine in 2008. She served as the Associate Publisher/Director of Sales and "enjoyed branding the hyper-local lifestyle magazine to a community she holds near and dear to her heart." She began her sales career in the investment industry and was Vice President/Financial Consultant with SunTrust Investment Services for several years.

Roberts is expected to expand and build upon the responsibilities pioneered by recently retired Vice President Marilyn Anderson, who over the years, helped build MDG's Model Merchandising Division into a major industry presence and a vital asset to its homebuilder clients' sales efforts.

The appointment of Roberts is the latest in a series of personnel promotions and additions made by Masterpiece this year as it marks its 20th business anniversary.

"We believe the staff moves we've made and the ones we have planned are essential to our company's continued growth and success as we build upon our 20 years in business," says Scanlon. Masterpiece is regarded as one of Florida's premier interior design companies, serving a diverse

clientele in most of the state's major metro markets, including Orlando, Tampa, Sarasota-Bradenton, Jacksonville and south Florida, as well as key metro markets in the Southeast and Midwest. It also provides individual services to private clients throughout the United States.

The company has provided professional design and model merchandising services for a long line of industry leaders such as Kolter Homes, Kolter Development, M/I Homes, Hanover Family Builders, Lennar Homes, GL Homes, Dream Finders Homes, DR Horton, Park Square Homes, Lifestyle Homes, AV Homes, John Cannon Homes and Chicago-based Crown Development Group. Over that time Masterpiece has garnered more than 50 major industry and professional awards for design and merchandising excellence at nearly every level of the price spectrum.

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