

LESLIE "GREER" MCCAMPBELL-HILL

Sales and Marketing Management Executive

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SUMMARY

Accomplished and results-driven sales and marketing executive with proven track record of driving strategic initiatives and achieving exceptional business growth spanning multiple industries. Demonstrated expertise in developing and executing innovative marketing and sales strategies to enhance brand visibility, engage target audiences, generate high-quality leads, and drive sales. Adept at leading cross-functional teams, fostering collaboration, and optimizing efforts to exceed organizational objectives. Skilled in leveraging data-driven insights to make informed decisions and adapt to dynamic market trends. Recognized for strong ability to build and nurture key partnerships, drive revenue growth, and expand market presence. Visionary leader with passion for delivering excellence in a fast-paced and competitive industry.

EXPERIENCE

National Sales Director

Calamar Management Group

📅 2025 - Present 📍 Remote

- Lead national leasing strategy for a portfolio of active adult communities, driving pre-leasing, lease-ups, and stabilized occupancy efforts.
- Develop and execute high-impact leasing plans, optimizing lease velocity and long-term retention.
- Standardize leasing SOPs and implement CRM-driven sales cadence to improve lead conversion and prospect engagement.
- Analyze market trends, pricing strategies, and performance data to refine leasing tactics and maximize revenue.
- Provide on-site team training and oversight, ensuring consistent execution of leasing best practices.
- Track KPIs and occupancy benchmarks, delivering actionable insights to executive leadership.

VP of Marketing

FCA Management LLC

📅 2024 - 2024 📍 Charlotte, NC

- Drove business development efforts, expanding the portfolio from 42 to 89 properties within three months.
- Cultivated strong relationships with key stakeholders and vendors to ensure consistent service delivery and support.
- Led marketing initiatives for large third-party property management company overseeing 91 communities and 17,000+ units.
- Focused on securing long-term partnerships with luxury apartment asset owners, significantly enhancing market presence.
- Developed and implemented data-driven marketing strategies to increase brand visibility and inbound lead generation.
- Orchestrated targeted multi-channel marketing campaigns, resulting in increased engagement and conversion rates.
- Managed a comprehensive \$10 m. marketing budget across multiple channels and projects.

SKILLS

Lead Generation Business Development

Digital & Traditional Marketing

Multi-Channel Advertising

Reputation Management & Online Visibility

Sales Process Optimization

Sales Strategy Development

Negotiation & Closing Content Marketing

Data-Driven Decision Making

Client Relationship Management

Presentation & Communication

Market Research CRM Management

KPI Tracking Performance Reporting

Sales & Marketing Training

Occupancy & Revenue Optimization

EDUCATION

Bachelor of Science in Marketing

University of South Florida

📅 2012 - 2017 📍 Sarasota, FL

FIND ME ONLINE



LinkedIn

www.linkedin.com/in/greerhill/



Portfolio Website

www.GreerSpargo.com

EXPERIENCE

Marketing Director

Calamar Management Group 2023 - 2024 Remote

- Led marketing team for a real estate company, improving online reputation and customer feedback for active adult communities.
- Cultivated strategic partnerships with ILS providers, optimizing community outreach and managing budgets for property management.
- Boosted brand visibility and lead generation through press releases, digital advertising, social media, and referral programs; kept abreast of industry trends.
- Achieved high occupancy rates and maximized revenue across 35 communities with 5,500+ units.
- Launched AI voice search for websites and PPC campaigns to improve SEO and lead generation.
- Integrated advertising source tracking into CRM to automate leasing experiences, track ROI, and enhance conversion data reporting.
- Boosted brand awareness by 30% in key markets by leading a targeted social media campaign, by enhancing content strategy and influencer partnerships.

Marketing and Leasing Director

Robbins Property Associates LLC 2018 - 2023 Tampa, FL

- Enhanced online leasing program to introduce new website templates, 3D walkthrough tours, property tour videos, and contactless move-in orientations.
- Achieved 10% increase in tour-to-lease conversion ratio within one year through implementation of strategic marketing initiatives.
- Maximized resident retention rates by developing and supervising various programs and community engagement initiatives.
- Oversaw targeted marketing programs for 25 apartment communities, comprising 6,000 units valued at over \$1.2B.
- Drove 64% increase in social media engagement across entire property portfolio.
- Improved customer feedback by 32%, leading a marketing team for active adult communities.

Director of Sales and Marketing

Heritage Paper Company Inc 2016 - 2020 Bradenton, FL

- Transformed sales and marketing team performance by recruiting, training, and mentoring new and existing members.
- Created a diverse sales program resulting in a 42% sales increase in the first year of implementation.
- Elevated global communications to foster improved engagement with target audience by managing company's website and content design for domestic and international locations.
- Revamped pricing structure based on historical government sales data by implementing Govgistics to enable team to submit quotes for suitable government RFQs.
- Coordinated with product vendors to ensure strategic pricing and product quality for customers.

REFERENCES

Scott Miles

Calamar | COO
Current Supervisor
Phone: (704) 635-1852

Andrea Springer

Robbins Property Associates | EVP
Former Supervisor
Phone: (727) 504-3247

ADDITIONAL EXPERIENCE

Marketing Associate

Coastal Orthopedics

2015 - 2016 Bradenton, FL

Marketing Internship

L-3 Communications

2015 - 2015 Sarasota, FL

CERTIFICATION

Advanced Google Analytics

Google

The Automotive Sales Process

Udemy

Google Tag Manager Fundamentals

Google

Ecommerce Analytics: From Data to Decisions

Google