

Professional Marketing Management Executive

Accomplished and results-driven marketing executive with proven track record of driving strategic initiatives and achieving exceptional business growth across real estate and property management sector.

Demonstrated expertise in developing and executing innovative marketing strategies to enhance brand visibility, engage target audiences, and generate high-quality leads. Adept at leading cross-functional teams, fostering collaboration, and optimizing marketing 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.

Areas of Expertise

- Strategic Marketing Planning
- Brand Development & Expansion
- Team Development & Leadership
- Customer Loyalty & Retention
- Lead Generation & Conversion Optimization
- Market Research & Competitive Analysis
- Digital Marketing & Online Advertising
- Social Media & Referral Programs
- Relationship Building
- Data Analytics & Insights
- Performance Enhancement
- Cross-functional Collaboration

Career Experience

Calamar, Charlotte, NC
Marketing Director

2023 – Present

Lead marketing team for vertically-integrated real estate company specializing in active adult communities. Implement effective strategies for online reputation management and customer feedback to improve customer satisfaction and brand reputation. Cultivate strategic partnerships with Internet Listing Services (ILS) providers to optimize community outreach efforts. Develop and manage budgets for property management activities to drive operational excellence. Foster strong vendor relationships to ensure quality service delivery and cost efficiency. Conceptualize and create print collateral for consistent brand messaging. Steer website updates and enhancements to attract potential residents. Distribute press releases to promote company initiatives and enhance brand visibility. Apply lead-generation strategies through digital advertising, social media, and referral programs. Design newspaper and magazine advertisements for effective targeting. Stay updated with industry trends and best practices to drive marketing innovation and improvement.

Key Accomplishments:

- Created an extensive strategic marketing plan for low-occupancy communities in the portfolio that increased lead volume by 16% in the first 60 days.
- Achieve high occupancy rates and maximized revenue generation while overseeing property management activities for 24 communities comprised of 3,000 units.
- Launched AI-powered voice search capabilities for websites and PPC campaigns to increase SEO and lead generation.
- Created advertising source tracking integrations into CRM software to automate and enhance the on-site leasing experience, track advertising ROI, and provide more accurate conversion data to upper management and board members.
- Plan and execute major community events to enhance resident engagement and increase qualified lead volume.
- Manage lease-up activities for 10 new construction communities to drive strong lead generation and build brand identity in local market.

Robbins Property Associates LLC, Tampa, FL
Marketing Director

2018 – 2023

Administered team of marketing leasing professionals, and property managers. Directed ILS network management, social media marketing, press relations, grand opening events, resident retention programs, outreach activities, and community engagement. Revamped sales team performance by designing and conducting leasing program and prospect management software training.

Enhanced marketing strategies by conducting in-depth research across different demographics, channels, and segments. Analyzed trends and customer insights to produce targeted print materials and advertisements.

Key Accomplishments:

- Pioneered corporate housing partnership with Airbnb and launched 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.

Sylint Group Inc., Sarasota, FL
Communications Manager

2016 – 2017

Orchestrated communications team to craft precise and compelling materials while ensuring consistent and effective dissemination of company's policies, mission, and brand. Elevated client retention rates by cultivating robust relationships and delivering exceptional service. Optimized future program performance and surpassed business goals by developing targeted communications/campaigns and engaging specific audiences.

Key Accomplishments:

- Formulated comprehensive marketing programs, branding strategies, presentations, executive messages, and internal memos to foster seamless interdepartmental communications.
- Spearheaded business growth initiatives by successfully expanding markets into Middle East and Eastern Europe.

Heritage Paper Company Inc., Bradenton, FL
Director of Sales & Marketing

2009 – 2016

Collaborated with team of sales professionals on marketing communications, encompassing branding, public relations, advertising, and whitepapers for trade shows and events. Coordinated with Vice President of Sales and Marketing to devise diverse sales programs and effective marketing strategies. Ensured consistent achievement of set sales targets in alignment with brand's business strategy.

Key Accomplishments:

- 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 company's 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

Additional Experience

Marketing Associate, Coastal Orthopedics, Bradenton, FL
Marketing Intern, L-3 Communications, Sarasota, FL

Education

Bachelor of Science in Marketing, University of South Florida, Sarasota, FL (2017)

Certifications

Advanced Google Analytics | Google Tag Manager Fundamentals | Ecommerce Analytics: From Data to Decisions