

SALES & MARKETING / WEBSITE & DATABASE MANAGEMENT / ACCOUNT MANAGEMENT

Versatile, organized, and efficient professional with 8+ years' marketing and customer service experience; technologically savvy with ability to quickly learn new systems. Enthusiastic, extremely responsive project and office manager known for impeccable work ethic and ability to get the job done. Diligent, persistent problem-solver with exceptional interpersonal skills who always puts the client first.

CORE COMPETENCIES

- Market Development
- Digital Marketing
- Database Management
- Customer Service
- Market Analysis
- Project Coordination
- Administrative Support
- Training
- Communication
- MS Word • MS Excel • MS PowerPoint • MS Publisher • Multiple Listing Service • Realfast & Zipforms

EXPERIENCE**Agent Services | LAKESIDE EXECUTIVE REALTY, Lake Mary, FL****(2010-Present)**

Top-ranking international corporation in residential real estate sales

Recruited by President to fill newly created position to manage administrative and marketing needs of growing office in order to maximize efficiency and productiveness of 50+ agents and maintain competitive edge. Responsible for on-boarding new agents, primarily with technological issues.

WEBSITE MANAGEMENT

- Generated 14% increase in referrals for the company and a 12% increase in clients for the agents by improving, expanding, and maintaining their websites and SEO.
- Implemented website design strategies generating an 18% accretion in listing acquisition.
- Ensure websites are cutting-edge with competitive advantage by scrutinizing competitor sites. Marketing & Advertising
- Drove 13% increase of new agents and gross revenue by analyzing competitor pay structures and developing effective spreadsheets, PowerPoint presentations, and recruiting brochures.
- Increased new listings per agent by 8% by generating statistics for market analysis to include in agent marketing materials.

TECHNOLOGY SERVICES

- Reduced technological issues 24% and office equipment repair costs by more than 12% by creating software and IT equipment instructional packets for agents.
- Trained agents in contract execution of Realfast and Zipform software program, resulting in lowest number of contract and legal issues in tri-county area for past two years.
- Manage all computers and troubleshoot all technology issues in two offices, enabling agents to focus on serving their clients.

OFFICE ADMINISTRATION

- Perform executive administrator and director of finance responsibilities as needed, including forensic accounting that led to capturing thousands of dollars, investigating financial issues, improving office policies and procedures, and resolving client and agent issues.
- Maximized office revenue and agent retention by troubleshooting a variety of office issues, assessing situations, and creating / implementing solutions.
- Reduced office costs 11% by collaborating with vendors to fulfill all office needs and assessing and recommending new vendors and programs to president and broker.

Market Account Representative | FLEX SERVICES, INC., LAKE MARY, FL**(2009–2010)**

Top provider of healthcare and disability management with 50+ international offices

Rapidly promoted from data verifier to assume training and management responsibility for all data verification employees. Seamlessly undertook national accounts and other essential responsibilities from prior supervisor.

MARKETING

- Reduced client costs and ensured their repeat business by managing a proprietary software database to identify optimum health care providers.
- Maximized client office revenue and minimized their costs by creating marketing pieces for their employees that streamlined the health care provider selection process.
- Decreased client costs nationwide by average of 16% by supervising employees tasked with raw data verification to ensure marketing materials reflected accurate and current information.

ACCOUNT MANAGEMENT

- Successfully managed several national customer accounts upon succeeding a senior account manager. Communicated with clients to facilitate their employees' claims and minimize their costs.
- Collaborated with client's senior legal staff to ensure state law compliance, thereby reducing employee managed care costs.

Marketing Manager | RESORT BROKER, Cabo San Lucas, Mexico**(2008–2009)**

Boutique operation selling multi-million dollar beach-block resort real estate

Retained to perform market research to develop promotional materials and strategies to outsell competitors, secure titles for customers, and manage local office.

MARKETING

- Developed marketing strategies and bi-lingual promotional pieces for one of the largest developers in Baja California Sur; performed competitive market research to illustrate investment benefits; apprised local agents of community offering to enhance sales.

CUSTOMER SERVICE

- Maximized client satisfaction by guiding prospective buyers and by determining individual client needs and potential customizations while staying within budgetary constraints.
- Coordinated with international bank to offer best financial terms and conditions for clients.
- Negotiated with title company to secure clear title for buyers; secured title for entire development in town where majority of properties lacked clear title, providing clients with opportunity to gain international financing to maximize their investments.
- Formed relationships with architect and builder to customize individual home plans to meet market needs. Worked with builders and engineers to secure all permits and licenses. Communicated effectively with Spanish speaking builder and clientele.

Administrative Assistant | LAKESIDE EXECUTIVE REALTY, Lake Mary, FL**(2004–2008)**

Managed database, file system, and appointment schedules for properties; updated agents on status of their listings; provided timely and competent client service; performed data entry and maintenance for market analysis; created performance charts for agents demonstrating activity levels; coordinated property marketing to maximize activity.

Circulation Desk Administrator | FLORIDA STATE UNIVERSITY LIBRARY, Gainesville, FL**(2002–2004)**

Managed book circulation; responded to patrons' questions; updated and managed patron's accounts; performed data entry and maintenance; initiated book searches; maintained student financial accounts.

EDUCATION

BS, Florida State University, 2010 (Business Computers, Public Relations) • GPA: 3.32