



PROFESSIONAL SUMMARY

Vision-driven change agent with career-long record of communications operations, business development, and account management success for leading organizations

An adaptive, results-oriented, and accomplished Key Accounts Manager that has demonstrated a record of success in driving revenue and expanding market share with comprehensive account management strategies for corporate executives at the forefront of the real estate industry. Growth-focused thought leader and team player ready to collaborate with cross-departmental teams and implement targeted communications strategies to drive client growth. Equipped with extensive analytical and investigative capacities, alongside digital marketing and public relations experience. Exceptionally dedicated professional with keen interpersonal, communication, and organizational skills, as well as budget management, policy development, and resource allocation expertise.

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| <ul style="list-style-type: none">• B2B Account Management• Saas Product Management• Continuous Process Improvement• Team Leadership• Problem Solving | <p><u>CORE COMPETENCIES</u></p> <ul style="list-style-type: none">• Strategic Partnerships• Marketing Campaigns• Project Coordination• Client Communications• Technological Proficiency | <ul style="list-style-type: none">• PR Strategies• Data Analysis• Client Management• Customer Training• Networking |
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PROFESSIONAL EXPERIENCE

HOMEVISIT BY URBANIMMERSIVE INC. (PREVIOUSLY CORELOGIC INC.), CHANTILLY, VA, OCTOBER 2020 TO MARCH 2024

KEY ACCOUNTS MANAGER

- Oversaw and managed HomeVisit's VIP accounts worth an estimated one-quarter of the business unit's overall annual revenue, handling expectations and driving continual development.
- Facilitated development of specialized real estate marketing portal to consolidate print marketing and web assets for tens of thousands of residential/commercial listings at leading nationwide brokerages on yearly basis; carried out coverage for brokerages in MD, VA, NC, PA, NJ, NY, TX, CO, LA, FL, GA, OK, DC, and expanding.
- Handled crucial SaaS product management, ensuring successful product launches and modifications to maintain optimal usability and client satisfaction.
- Leveraged PropTech to cultivate efficiencies across several phases of the asset lifecycle, from account management to portfolio management.
- Established and maintained routine communication between corporate leadership across nation's largest real estate brands, such as Redfin, Compass, Weichert, and Long & Foster; collaborated with high-performance agents and pioneering teams in alignment with brand vision and objectives.
- Spearheaded and strengthened long-term strategic partnerships with significant and impactful corporate leaders; interacted and cooperated with leading personnel, both client-side and from within the corporation, on a day to day, weekly, and monthly basis to facilitate client marketing objectives and to drive revenue.
- Supervised timely client communication via Slack, email, and phone; organized net term billing in coordination with accounting department.
- Led and executed high quality deliverables for custom projects; identified and prioritized key issues to ensure milestones are reached.
- Updated and informed clients regarding service and process changes and announcements; aided client in deploying and advancing marketing campaign initiatives, steering operations towards overall targets.
- Ensured regional customer initiatives align with company's global strategic objectives; handled relationships with high-level accounts and prospects across several regions.
- Directed team of sales and logistics experts to identify carriers, negotiate rates, and assess client needs; collected and organized customer info, and prepared and filed relevant documents.
- Interacted with a set number of customers weekly, and coordinated with the sales team to achieve client goals; directed the customer account planning cycle.

GOLDEN ISLES MULTIPLE LISTING SERVICE INC., BRUNSWICK, GA, JANUARY 2013 TO OCTOBER 2020

MLS AND COMMUNICATIONS DIRECTOR

- Orchestrated a multi-list organization for 800+ active licensed and administrative users acting in ten counties in Georgia; crafted and monitored an operation budget of \$550K.
- Mentored, guided, and mobilized high performance volunteers and qualified staff to sustain a robust vision of sound ethical practices, professionalism, accountability, and the promotion and protection of private property rights.
- Pioneered with newest technology performance and specialized customer support to fulfill fiduciary responsibility to shareholders.
- Composed and distributed 10K+ promotional and informative emails regarding political advocacy, educational opportunities, and calls for action, ensuring effective outreach initiatives.
- Organized 50+ educational opportunities yearly at the direction of national and statewide speakers, producing thousands of dollars in revenue and cultivating a +60% increase in average class attendance.
- Acted an essential role in the overall design and development of breakthrough classrooms, leveraging the latest high-end wireless audio-visual systems.
- Advised the staff conversion to new web-based MLS software demanding hundreds of hours of data mapping, statistical analysis, and collaborating with several vendors across various integration platforms.
- Headed a qualified task force that formulated, built, and deployed an efficient and responsive website containing a comprehensive membership database, and equipped with IDX search and customizable vendor contact portal.
- Controlled the integration of a secure electronic lockbox system to assist 150+ brokers and thousands of residential listings; garnered recognition at annual awards ceremony and press release for successful implementation; expanded access to local properties from non-local real estate agents, boosted sales and decreased time spent on market.
- Created and implemented a communications policy for a corporate-wide employee engagement survey that resulted in high participation rates.
- Organized and executed marketing plans to drive sales and implemented programs and systems to facilitate increased lead generation for member brokerages; led all public relations endeavors, interacting with digital and print media outlets.
- Co-developed and implemented yearly marketing and communication projects and budgets; executed PR initiatives to shape and maintain reputable public image for the local REALTOR® board and MLS.

SEA PALMS RESORT, ST. SIMONS ISLAND, GA, AUGUST 2011 TO DECEMBER 2012 | **MARKETING & SOCIAL MEDIA DIRECTOR**

EDUCATION AND CREDENTIALS

BACHELOR OF ARTS (B.A.) IN JOURNALISM, DECEMBER 2010

The University of Georgia, Athens, GA

Concentration in Mass Media Arts

HOPE Scholarship Recipient

DiGamma Kappa Professional Broadcast Society Member

VOLUNTEERISM

- **Assistant Coach**, Bryson Park Soccer Club, 2023 – present
- **Volunteer**, Northeast Georgia Boy Scouts of America, 2023 – present
- **Assistant Coach**, Woodbridge Little League Baseball, 2021 – 2023
- **Assistant Coach**, Northern Virginia Soccer Club, 2021 – 2023
- **Board Member**, YMCA of Coastal Georgia, 2019 – 2020

ADDITIONAL INFORMATION

Technical Proficiencies: HTML, CSS, Microsoft Office Suite, Photo/Video Editing Software

Interests: Books, Movies, 3D modeling + 3D printing, tennis, soccer, baseball (all recreational), amateur multi-instrumentalist (guitar, piano, bass)