

Sales and operations leader with 10+ years of proven experience driving success in multifamily—participate in over \$150 million in real estate sold and leased. Demonstrated ability to lead teams in fast-paced environments and seamlessly execute company priorities. Superior communicator with ability to simplify complex workflows to expedite team adaptation. Adept at working cross-functionally and taking a solutions-driven approach to problem solving and augmenting processes.

Areas of Expertise

Residential & Commercial Real Estate
Contract Negotiation
Salesforce CRM
Sales Management
Implementation

Scaling
People Management
New Business Development
Sales Operations
Hubspot

Digital Marketing
Coaching
KPI Metric Analysis
Communication
Analytics

Professional Experience

Rent. (a Redfin company), **Sales Executive**

03/2023 -

Marketing platform selling ILS, social, SEO, reputation and geofencing solutions to multifamily—New England territory.

- Increase MRR by 20% through consultative sales, identifying lost opportunities, and multiple channels of follow-up.
- Nominated for 2023 Business Partner of the Year by CT Apartment Association, improving brand reputation & recognition.

Peek Virtual Tours, New York, NY

09/2022 - 3/2023

Senior Associate Customer Success (contract)

SaaS marketing platform selling 3D virtual tours & prospect data to multifamily to virtualize the leasing experience.

- Liaise with Sales and P&E teams to formally build out the post-sale customer lifecycle.
- Re-engage inactive users, leading to an 8% increase in MRR through expansions and upsells.
- Simplify product add-on procurement process, decreasing deliverable time by 20%.

Ribbon, New York, NY **Regional Markets Manager**

05/2022 - 08/2022

B2B Series C startup partnering with lenders to offer financial products to simplify home buying. Support 5 sales managers overseeing an organization of 50+ account executives.

- Design and implement strategies to expand market share by 3%, develop marketing initiatives and implement CRM.
- Boost NPS scores by initiating pilot in test region to improve customer experience and strengthen customer attachment.
- Standardize sales team CRM and reporting procedures for Account Managers resulting in a 5% increase in repeat business.
- Design new email campaign concepts to reflect changing market trends.

Better.Com, New York, NY

04/2021 – 03/2022

Real Estate Market Sales & Operations Manager

Fintech startup with over 4000 employees across the U.S. and India. Coach, motivate & engage a global team of 75+ ICs in a rapid growth environment resulting in 5 promotions.

- Lead & build real estate teams in 6 high demand markets. Of which, 2 became top 5 revenue drivers by Q4.
- Coach agents to achieve 15% referral boost by identifying sales funnel leakage to fortify customer attachment.
- Win 30% increase in customer attachment Q/Q conducting routine CRM audits & devising new processes.
- Partner with sales leadership to support & recommend sales strategy, resource allocation, enablement and planning.
- Rapidly hire & train ~50 sales & operations team members by participating in weekly 2nd round interviews.
- Partner with cross-functional teams to ensure alignment with products & initiatives.
- Maintain stellar audit scores by analyzing & providing solutions to pain-points.

Centennial Properties, New York, NY
Residential & Commercial Leasing Manager

09/2020 – 04/2021

Owner & manager of a 300 rental building portfolio with 2.3K units in New York City.

- Manage residential & commercial leasing portfolio. Lead a high-performing 12 member leasing sales team.
- Increase occupancy rate by 6% & lease 20 stores during COVID-19 pandemic by improving sales strategies.
- Renew 90% of expiring retail customers during tenure collaborating with Owner & Property Managers.
- Expedite retail rent collection by partnering with PMs to accurately track status of TI, permits, & build out times.
- Provide customer support to commercial tenants to establish marketing strategies to boost their own sales.

Jakobson Properties, New York, NY
Leasing Specialist / Business Development Manager

05/2015 – 08/2020

Owner and manager of 50 rental buildings with 1.2K units in Lower Manhattan.

- Coordinate in-person tours, follow up with customers and steer leasing transactions to close.
- Grow Instagram engagement to 4% by creating compelling social media posts to enhance brand exposure.
- Develop 'Ditch the Dorm' marketing plan in collaboration with local universities, reducing vacancy by 19% May 2019.
- Reduce advertising costs by 20% launching strategic partnerships with local brokerage offices.
- Boost website and social media account traffic, digital viewership, and direct-to-consumer engagement via development of innovative social media strategy.

Nest Seekers International, New York, NY
Licensed Real Estate Salesperson

08/2012 – 03/2021

Global real estate brokerage at the nexus of technology and media.

- Launch partnership with Citibank and host home buying seminars.
- Conduct market analyses to identify, capitalize on, and close deals on real estate transactions.
- Devise initiatives to market property to buyers, additionally prepare contracts, leases, & closing statements.
- Collaborate with stakeholders such as appraisers, property inspectors, and attorneys to close transactions.

Education/Licenses & Certifications

Bachelor of Arts in Political Science and African American Studies
City University of New York - Hunter College, New York, NY, 2019

Digital Marketing Certificate
New York University, New York, NY, 2020

Licensed Real Estate Salesperson - New York Real Estate Institute
New York Department of State, 2012

Memberships

Connecticut Apartment Association (CTAA) - Government Relations Committee
Association & Committee Member, 2023
2023 Business Partner of the Year Nominee

National Association of Realtors (NAR) - Long Island Board of Realtors (LIBOR)
Member, 2022