

CHRISTIE VASQUEZ

MARKETING EXECUTIVE

919 593 2953



callmechristiev@gmail.com



Tampa FL



SKILLS

Project Management
Team Leadership
Event Marketing
Event Planning
Social Media Marketing
Communications
Creative Writing
Website Development
Account Management
Email Marketing

EDUCATION

Marketing/Advertising/Public
Relations
Stephens College

PROFESSIONAL SUMMARY

Detail-oriented and results-driven Marketing leader with a proven track record of income generation through diverse and comprehensive marketing strategies. Recognized for achieving record-breaking KPIs and driving lease-up to stabilization timelines. Adept at transforming complex data into actionable strategies to optimize marketing performance and drive business growth. Demonstrated success as a team leader, fostering human capital development and mentorship to cultivate high-performing marketing teams. Proven ability to lead and inspire cross-functional teams to achieve and exceed goals.

EXPERIENCE

VICE PRESIDENT OF MARKETING

Second Avenue/ November 2022

Department leader of a centralized marketing team responsible for 4,500 rental listings for a national single-family rental operator with continuous 2X YOY growth

- Created and implemented SOPs and BI reporting systems, tracking essential metrics for marketing performance.
- Led efforts resulting in a significant increase (60% YOY) in lead generation doubling lead count and reducing cost per lead to \$2 and cost per lease to \$210
- Improved BBB rating and accreditation from 'F' to 'B', with successful resolution of 17 complaints in the last 12 months and improved Google rating from 3.5 to 4.2 with over 200 reviews.

DIRECTOR OF MARKETING - SOUTH

Wood Partners/ April 2018 to October 2022

Responsible for the brand creation; property launch, leasing velocity and trade of luxury class-A multifamily housing assets throughout the Southeastern United States specializing in new development. This includes project management, brand development, website design, digital campaigns, and onboarding systems

11 Active Lease Ups- 17 Stabilized - 23 Under Development - 17 Third Party

- Corporate Recipient of the 2021 Star Performer Award
- Company record breaking milestones:
 - Fastest lease ups (5 months Alta Longwood, 5 months Alta East, 8 months Alta Sugarloaf)
 - 48 net leases opening weekend (The Atwater)
- Strategize, budget and implement marketing plans, marketing campaigns, and recalibration plans
- Develop, track, and monitor key performance metrics of all campaigns
- Weekly communication to internal and external stakeholders on the marketing performance of assets

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TECHNICAL SKILLS

Microsoft Office Suite

Adobe Creative Suite

Google Analytics

Social Media Ad Manager

Wordpress

Canva

Mailchimp

Sharepoint

EliseAI

PERQ

Review Trackers

Corel Videostudio

Survey Monkey

Constant Contact

ProCore

Yardi Systems

INTERESTS

+SERVICE

PATIENT VOLUNTEER

Duke Hospice
2015 to 2018

COMMITTEE CHAIR

Duke Hospice Gala
2015 and 2016

EXPERIENCE CONTINUED

DIRECTOR OF MARKETING AND BUSINESS DEVELOPMENT SOUTHEAST
Drucker + Falk/ February 2012 to 2018

Manage the sales and marketing of 100 apartment communities in the Southeast United States. This includes SEO, SEM, advertising, training and social media; specializing in troubleshooting, acquisition and new development.

- Contributed to adding 3,500+ units in 2017 through business development
- Develop, track, and monitor key performance indicators of campaigns
- Troubleshoot and mentor underperforming business assets
- Project lead for corporate and property website development and continued online presence and reputation management
- Direct and analyze SEM campaigns, geofencing, remarketing and social media campaigns
- Administrator for 200+ Facebook and Google My Business accounts
- CRM database implementation team

PUBLISHER

Knowledge Source Solutions/August 2009 - 2012

Publisher of 8 medical book titles including the world's leading authority in HIV treatment (16th Edition)

- Directed worldwide sales, marketing and shipping operations of medical textbooks
- Targeted NGO and government agencies in South Africa, Namibia, Kenya, Ethiopia, Thailand, Brazil
- Developed all company systems such as inventory, online purchasing and fulfillment center

DIRECTOR OF MARKETING

Stephen D. Bell & Company/November 2001 to 2005

- Worked directly under Senior Vice President to identify marketing techniques necessary to improve portfolio performance (58 properties, 15,265 units)
- Created and facilitated a national marketing training program and organized all-hands corporate leadership conferences
- Advised and directed public relations campaigns for the multifamily division
- Planned and directed emergency programs to successfully rescue troubled properties in the portfolio
- Interviewed, trained, and managed the company's area marketing directors nationwide