

Renee Easley

reneeeasley@outlook.com | 239-877-1269 | 3320 19th Ave SW, Naples, Florida 34117

PROFESSIONAL SUMMARY

Dynamic and creative marketing and sales professional with over 15 years of being a consistent performer, driven to improve results and exceed expectations. Outstanding ability to organize and analyze problems and propose solutions creatively. Knowledge of business and management principles involved in developing, designing, and creating new ideas, relationships, and systems. Highly dedicated and self-challenged to increase motivation and interact effectively with both personnel and customers. Develop and manage business relationships and deliver informative sales presentations based on individual customer needs. Develop, create and execute strategic design, marketing, branding and advertising programs.

PORTFOLIO LINK: www.reneeeasley.com

EDUCATION

Associate of Arts 2007

Southwest Florida College | Ft. Myers
Graphic Design

Associate of Science 1997

Fashion Institute of Technology | New York, NY
Advertising and Communications

AFFILIATIONS

Membership Directors' Association of Southwest Florida
Board of Directors, Treasurer

SKILLS

- Operations analysis and management
- Excellent communication and presentation skills
- Customer assimilation and retention
- Microsoft Office Suite
- Adobe Creative Suite; Illustrator, Photoshop, InDesign and Acrobat Pro
- Marketo, Constant Contact, Hubspot
- CRM, Marketing Automation
- Google Analytics, SEO, SEM
- Website development and design programs
- Jonas Club Management Software
- Top Producer Real Estate Software

PROFESSIONAL EXPERIENCE

Sales and Marketing Director | 9-2012 to 6-2022

Windstar on Naples Bay | Naples, Florida

- Achieve marketing and sales operational objectives by strategic planning and reviews; preparing and implementing action plans; identifying trends; determining system improvements and implementing change.
- Meet marketing and sales financial objectives by preparing an annual budget by forecasting then analyzing variances and finding solutions. Decreased marketing spending by 30% using personal outreach, grassroots techniques, developing protocol and properly aligning with target market.
- Entertain membership prospects by conducting tours of the facility and interact with local business to promote the club's services and facilities in the community.
- Increased membership to full capacity with an average of 35 sales per year, exceeding budgeted projections, through optimizing target audience reach, networking and Realtor engagement.
- Plan, develop, implement, and evaluate advertising, promotional and marketing material, branding and email marketing efforts to both prospects and members. Managed the transition to a new website that integrated with current financial and POS software to increase efficiency and accuracy.
- Developed creative sales tools, including presentations, trend reports, and membership data sheets.
- Developed highly empathetic member relationships and earned a reputation for exceeding service standard goals.

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Marketing Manager | 3-2011 to 2-2014

Michael Lawler & Premier Sotheby's Realty | Naples, Florida

- Directed and designed all creative marketing efforts including company marketing materials, property brochures, post cards and advertisements from idea to delivery.
- Researched local markets, trends and comparable properties to develop custom marketing plans for individual clients and presented alongside Realtor to close the sale.
- Developed and implemented productivity and quality standards for all departments to create a checklist procedure in CRM program to effectively manage, automate and market client property.
- Updated and maintained all web listings, information and photography including third party vendor sites and NABOR.
- Directed the development of new website including project management, design and pre-launch testing.

Creative Director | 10-2008 to 3-2011

Fifth Ave Magazine | Naples, Florida

- Procured editorial images and information from luxury retailers based on the editorial calendar.
- Coordinated, scheduled and designed monthly luxury lifestyle magazine from layout through print.
- Designed advertising for local and national advertisers and coordinated with ad agencies.
- Created and maintained website and social media.
- Communicated strategies, concepts and creative initiatives with authority, credibility and clarity, building consensus and agreement for creative approvals.
- Generated detailed specs of final designs.
- Responded constructively to direction and feedback, both positive and negative.

Marketing Sales Consultant | 8-2007 to 9-2008

Embarq Yellow Pages | Ft. Myers, Florida

- Thrived in a quota based, performance driven environment while ensured growth of established accounts in unprotected territory.
- Exceeded sales quota on new accounts within the first year by 50%.
- New prospect identification and sales through cold calling and lead generation and emphasized product features based on analysis of customers' needs.
- Performed client needs analysis and proposed solution-based recommendations.
- Prioritized daily workflows, including all inbound calls, quotes and sales-related inquiries.

Vice President of Production and Distribution | 1-2003 to 7-2007

LocalTel Yellow Pages | Bonita Springs, Florida

- Company recruited to analyze and improve graphics and production departments. Improved graphics department productivity through extreme organization and spreadsheet time management decreasing department size by 75%, therefore increasing overall production profit.
- Worked with IT Department to strategically develop and improve company designed software to track and organized employees tasking and sales, resulting in increased productivity and detailed reporting. Performed system analysis, documentation, testing, implementation and user support for software.
- Hired, trained and managed eight graphic designers and continually developed further training programs to improve productivity and creativity. Monitored production schedules while adhering to assigned budgets.
- Assigned Distribution Department responsibilities to simplify and organize distribution operations of three warehouses and decreased delivery time by 2 days per publication through time management of delivery staff.

Senior Graphic Designer | 9-2003 to 10-2004

Absher Design Group | Naples, Florida

- Formulate basic layout design, presentation approach, and specific material details.
- Used logic and reasoning to identify alternative solutions, conclusions, or approaches to problems.
- Generated new ideas with limited direction and varied internal client needs.
- Monitored production schedules while adhering to assigned budgets.
- Negotiated with third party printers to ensure budgeting and quality control.