

Chris Connell

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Vision • Experience • Originality • Substance • Success

ADVERTISING / MARKETING PROFESSIONAL

Accomplished marketing professional/entrepreneur with proven track record. Experienced in all aspects of marketing from branding to direct response and internet marketing. Known for developing and implementing innovative, successful marketing strategies in competitive landscapes and successfully managing projects of all kinds.

— Marketing Manager — Project Management — Partnership Development
— Team Leader — Fantastic Presenter — Contract Negotiations
— Experienced — Copy Writing — Media Buying

PROFESSIONAL EXPERIENCE

Second Chance Real Estate, LLC Owner/Manager 2005-2009

- Owned and operated a real estate investment business.
- Used direct response marketing campaigns to find house sellers
- Managed renovation projects. Oversaw staff and contractors.
- Developed and ran integrated marketing campaign for producing buyers and renters.
- Bought and sold over 40 properties in 4 year period and continue to own 23 rental units being managed by a management company.

Director of Marketing

2003-2005

SHS Management, LLC., Tallahassee, Florida

- Hired to create marketing department and oversee all marketing operations for parent company and its luxury apartment communities.
- Wrote budgets, strategies, and marketing plans for parent company and thirteen large luxury apartment complexes. hired staff, researched and hired vendors and media partners, developed strategic partnerships.
- Oversaw development of locator service to feed our properties. Created retail environment, developed traffic coordination procedures, implemented follow-up techniques. Increased traffic to properties by 38% in 2004.
- Developed new tracking methods that allowed company to monitor medium effectiveness and enabled reallocation of funds to best sources and created negotiating leverage. Saved the company approximately \$35,000 in 2004.
- Managed the redesign of all property websites and developed the parent company website and online locator service at www.studenthousingsolutions.com.
- Increased web generated leads by 70%.

Account Executive

2001-2003

KIDD&DRISCOLL ADVERTISING AND PR, Tallahassee, Florida

- Increased agency revenues by 19% by expanding existing accounts through relationship building skills and up-selling to higher margin agency services.
- Pitched for and won a major account through the State of Florida RFP process against multiple competitors, increasing agency revenues by more than \$200,000 per year.
- Pitched, developed, and facilitated a Branding Program for the City of Jacksonville Beach Division of Electric Utilities which included primary consumer attitude research, internal brand discovery program, internal employee buy-in program, renaming the city utilities to “Beaches Energy,” and integrated media launch.
- Helped Hargray Communications to develop a retention program that increased retention by 15 percent.

Marketing Consultant

2000-2001

THE EXCHANGE, Tallahassee, Florida

Serviced a marketing contract with Fairfield Properties LP, a national real estate development company launching a new line of luxury student communities. Worked with the Morgan Stanley investor team, the Fairfield national Director of Marketing Communications and local property managers to ensure property met occupancy goal.

- Oversaw development of advertising, bought and placed media, developed comarketing partnerships with local businesses sharing the student target.
- Kept project within deadline and budget and pre-leased to 94%

ADDITIONAL EXPERIENCE

While in college I worked a few different positions to continue my experience in the marketing industry while paying my way through college.

Leasing Manager- Seminole Suites, Tallahassee, FL 02/2005-08/2005

- Hired on short-term basis to bring property from 28% to at least 92% occupancy.
- Led leasing team of eleven, oversaw all marketing and sales, accomplished 96%.
- Per contract, received \$7,000 bonus for exceeding goal.

Account Manager 1/05-8/05

Tonia Mitchell Outdoor Boards, Tallahassee, Florida

- Filled three quarters of company's boards within three months adding over \$60,000 in annual company revenue.

Staff Writer

FSView Student Newspaper 1/05-8/05

- Write weekly stories for the Lifestyles section of the FSView, one of the ten largest student papers in the U.S.

Paid Internship 10/05-3/06

Comcast-Advertising Production

- Assisted in all aspects of production, editing, and dissemination of television commercials, football games, and other Comcast productions.

EDUCATION

Leon High School Graduated 1994

Florida State University, Tallahassee, Florida Graduated 2006
Bachelor of Science in Advertising, Minor in Psychology, 3.75 GPA

(attended college over several years while paying my way through working in marketing)

ADDITIONAL INFORMATION

- One of 52 Winners of the Horatio Alger National Scholarship in 1994
- Big Brother in Big Brothers / Big Sisters since 2007
- Member of United States Tennis Association
- Assistant to the Board of Directors for IMAX and Challenger Learning Center
- Own and manage 23 rental properties in Tallahassee, FL
- Maintain a blog on positive thinking and personal development and perform workshops.