

LYNNE WRIGHT

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PROFESSIONAL SUMMARY

Experienced and self-motivated Account Manager and Marketing Specialist with three years experience leading marketing campaigns. Consistently exceeded sales quota, developed interactive business relationships with senior executives, and created and implemented effective account management systems.

SKILLS

- Customer Relationship Management (CRM)
- Project Coordination
- Sales and Marketing
- Logistics and time management
- Excellent communication

EDUCATION

Kennesaw State University | Bachelor of Business Administration: Marketing | 2021

-Certifications: CAPM, Microsoft Word, Excel, and PowerPoint

PROFESSIONAL EXPERIENCE

INVESTMENT REAL ESTATE AGENT

New Western | Atlanta, GA | 02/2022 to Current

- Led weekly meetings to prospect clients and their investment objectives, risk tolerance, and financial capabilities to tailor investment strategies that align with their goals.
- Conducted thorough market research to identify potential investment properties, analyzing factors such as location, market trends, rental demand, and ROI.
- Assisted clients in negotiating favorable purchase terms, including price, contingencies, and timelines.
- Built and maintained strong relationships with clients, earning their trust and becoming their go-to advisor for investment real estate opportunities.
- Successfully performed outreach to prospect clients through outbound emails and cold calls

BRAND AMBASSADOR

Cheap Caribbean | Remote | 11/2021 to 07/2023

- Created and shared compelling content on various social media platforms to increase brand visibility, engage with followers, and promote brand-related campaigns or initiatives.
- Stayed updated on industry trends and consumer preferences to provide valuable insights and contribute to the development of marketing strategies.
- Utilized multi-channel marketing: advertised across a range of channels such as online events, webinars, content syndication, email marketing, paid ads.

MARKETING & ACCOUNT COORDINATOR

Club Pilates Woodstock | Woodstock, GA | 01/2020 to 01/2022

- Managed client accounts, including scheduling client meetings, managing billing schedules, and serving as day-to-day contact for studio projects
- Collaborated with vendors and suppliers to ensure timely delivery of products, negotiate favorable terms, and maintain strong business relationships.
- Oversaw the studio's social media plan and execution, including digital marketing, email marketing, and advertising, to drive brand awareness and customer acquisition.