

Brittany Hardmon

Sales and Marketing Professional | Lease Up Specialist

Motivated. Passionate. Driven.

Experienced in sales and marketing with a demonstrated history of success working in the real estate industry.

CONTACT

 205.765.4420

 brhardmon@gmail.com

 Greenville, SC

EDUCATION

Bachelor's Degree

Education
The University of Alabama
2005 - 2011

High School

Education
Vilseck High School
2001 - 2005

EXPERTISE

Attention to Detail

Sales

Marketing

Leadership

Negotiation

Lease Ups

Risk Management

CRM

Business Planning

Resource Management

Relationship Building

EXPERIENCE

Sales and Leasing Director

Re Carroll Management / Traveling (NC, SC, TN, TX)/ July 2018- present

- Sales and Leasing Director for lease up and priority properties, including 100% travel and on-site relocation.
- Multi-family leasing specialist 2000+ units, to include new construction lease ups
- Developed sales strategies to meet all leasing quotas and revenue management, including budgeting and forecasting
- Management of on-site leasing offices and staff including training, goal setting, and professional development
- Motivate, develop, and retain a staff of team players with demonstrated customer service and effective communication skills
- Manage product marketing, sales management, and business development
- Utilize reporting tools to analyze seasonal gaps and provide strategy for improved revenue growth opportunities through lease initiatives
- Oversight of on-site marketing, leasing, development of public relations, reputation management, and advertising

Marketing Manager

Re Carroll Management / Traveling (NC, SC, TN, TX) / Oct 2016- July 2018

- Establish a system of reports to analyze and identify areas of opportunity relative to leasing velocity, vacancy loss, rent growth and other market factors impacting the performance of communities.
- Work with corporate Marketing Director to develop and execute successful marketing plans and strategies for each area.
- Assist with advertising strategies to include ILS, social media, outreach and print
- Oversee implementation and monitor effectiveness of resident programs designed to retain residents and increase the perceived value of each community.
- Direct marketing initiatives, campaigns and programs for new acquisitions, lease-ups, or property repositioning.
- Develop strategic marketing plans to ensure forecasted objectives are achieved.
- Analyze marketing programs and adjust strategy and tactics to increase effectiveness and provide regular status reports.
- Work with Marketing Director to develop and recommend property collateral material, promotional tools, effective signage, and other branded materials are in place to support sales efforts.
- Monitor competitive markets for notable developments and any potential impact on leasing, pricing, and resident retention.

Marketing Director

Complete Wellness Group/ Tuscaloosa, AL/ February 2015 to September 2016

- Developed and implemented marketing strategies for Healthcare businesses (Urgent Care, Assisted Living, Family Practice, Weight Loss Center, Med Spa)
- Created email marketing, digital, and social media campaigns to build brand recognition and awareness
- Established, maintained, and negotiated digital and traditional marketing efforts
- Designed print and online advertisements
- Improved SEO, social media interaction, increased web traffic, and reduced bounce rate