

# Christi P Wright

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Helps organizations make data driven investments by combining deep commercial real estate research and analysis with buy-in generating communication skills.

## **Relevant Experience:**

**Director of Acquisitions**, TowerPoint, San Diego, CA

December 2018 - Current

Hired to identify, negotiate, and acquire a portfolio of niche real estate income streams from site analysis to closing for each acquisition.

- Identifies and analyzes sites according to acquisition criteria.
- Utilizes internal pricing models to negotiate pricing.
- Analyzed telecom ground leases.
- Drafts Letters of Intent and reviews Purchase Agreements.
- Coordinates and reviews due diligence activities, including collection and review of site- specific documents, environmental reports, title, surveys, assessments, tax, and other public records.
- Maintains a current understanding of jurisdictional and industry policies, standards and trends.
- Presents proposals to decision making boards.

**Marketing Manager**, California Alarm LLC, San Diego, CA

January 2018 - October 2018

Recruited to bootstrap business plan and marketing efforts for this first year company.

- Researched, strategized, and implemented marketing strategy.
- Improved the usability, design, content and conversion of the company website.
- Developed email marketing campaign with a 32.34% open rate.
- Built out automated demand generation funnels.
- Increased paid and organic social media presence on Facebook and Instagram.
- Oversaw contractors' copywriting and graphic design for marketing efforts.
- Developed client and prospect training materials.

**Commercial Real Estate Research Analyst**, CoStar Group, San Diego, CA

September 2014 - January 2018

Developed rock solid foundation in commercial real estate financial analysis, market research, and sales and leasing.

*Comps Research Analyst II*

*August 2016 - January 2018*

- Conducted 15+ daily interviews with brokers, developers, investors, and other real estate professionals to obtain real-time property and transaction data.

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- Analyzed deeds, loans, and listing agreements.
- Achieved consistently high-quality assurance scores demonstrating attention to detail.
- Outperformed on extra projects while maintaining ambitious metrics demonstrating multi-tasking.

## *CRE Research Analyst II*

*January 2016 - August 2016*

- Made 90+ outbound calls per day.
- Optimized client listings on CoStar/Loopnet for large portfolio of clients' listings.
- Monitored construction pipelines within the market.
- Dissected trends and collaborated with regional-based team to verify quarterly data that will help tell the story of an entire market.
- Took the initiative to invest in outside educational opportunities and obtained Real Estate License.

## *CRE Research Analyst I*

*January 2015 - December 2015*

- Rapidly built rapport and created buy-in with clients and prospects.
- Wrote monthly news articles on significant movements in commercial real estate.
- Ranked in top percentile companywide in market analysis concepts within first year.
- Investigated new property leads to be verified from field researchers, SEC filings, news articles, and tax records.

## *Apartments.com Temp*

*September 2014 - January 2015*

- Conducted market rent survey for multifamily properties nationwide.
- Investigated contact information for property managers nationwide.
- Utilized Microsoft Suite, specifically Excel and proprietary CRM to manage workflow.

**Education:** University of California, San Diego, Bachelor of Arts in International Political Economy

**Real Estate License:** ID Number 02068822