

Kirsten E. Mackie

Newport Beach - CA - 92660 – 949-402-3677 - kmackie238@gmail.com

Areas of Expertise

15 years of Corporate Sales, Strategic Planning, Business Development, Event Planning, Contract Negotiation, Campaign Launches, Sponsorship Marketing, Event Planning and Proposal Development.

Professional Experience

Account Executive, West Coast

United Pet Care Corporation

National Veterinary Healthcare Plan

- Worked directly with corporations, CEO's and key stakeholders
- Generated new business resulting in 20%+ increase annually
- Managed 150+ key accounts on the West Coast

Sept 2016 - Oct 2020

Laguna Woods, CA

Sr. Account Executive

CoreLogic SafeRent

Residential Screening Services for Property Management and Realtors

- Responsible for the generation and development of new business. Presented Screening Services to Property Management and Real Estate Professionals, through face to face and online presentations.
- Managed 150 accounts and generated 20+ additional annually
- In first three months closed \$120,000 in new business
- Second year, secured \$300,000 in new business

Aug 2012 – Aug 2016

Irvine, CA

Director, Business Development

WECOSIGN, Inc.

Property management service corporation

- Generated new business of \$200,000+ annually
- Presented Guarantor Services to Management and Real Estate Professionals, through face to face and online presentations.

May 2010 – Jul 2012

Santa Ana, CA

Vice President, Business Development

De Novo Financial Solutions

Loan auditing corporation working with attorneys on litigating and loan modification.

- Implemented new business opportunities and engaged with Mortgage Professionals and
- Managed portfolio of 150+ clients and generated a minimum of \$10,000+ in revenue from each
- Exceeded annual sales targets of \$500,000 annually

Jan 2009 – Apr 2010

Foothill Ranch, CA

Marketing & Events Director

U.S. Advisors Property Inc.

A full-service Real Estate investment management firm

- Implemented national marketing campaigns which generated over \$500,000+ annually
- Directed development of interactive, direct marketing, media, creative, sales promotion and PR strategies
- Managed \$300,000 budget and exceeded revenue projections annually
- Directed business to business sales campaigns that increased revenue annually

Dec 2001 – Dec 2008

Ladera Ranch, CA

Education

The University of California, Berkeley, CA

BA Political Science/International Relations

Institute for American Universities, Aix-en-Provence, France

1991-1995

1994