



BARRIE NICHOLS

CAM, REALTOR, NALP

Well-rounded leasing and marketing executive with over 25 years of industry experience and proven ability to effectively lead a variety of leasing and marketing campaigns and corporate initiatives. Highly skilled facilitator of change in a myriad of corporate reorganization, employee development, and business evolution efforts.

EXPERIENCE

SENIOR VICE PRESIDENT SALES AND MARKETING

Advantage Campus Living | 2021 - Present

The ACL's goal was to reorganize the leadership team. Initially created infrastructure both in leasing and marketing, and implemented assistance in operations. Improved company culture and employee morale. Performed strategic evaluation and implantation of best digital marketing strategies for the existing portfolio.



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Foley, AL 36535



barrienichols

SKILLS

- Strong leadership
- Digital marketing strategist
- Analytic reporting analysis
- Project management
- Performance management
- Advanced team building
- Problem solving
- Communications
- Interpersonal skills

- Migrated to Entrata websites, Utilized AI with chatbots also integrating with Google My Business Profiles
- Evaluated and implemented PPC and Google remarketing
- Implementation of all Social Media Marketing channels and advertising on the various platforms
- Implementation of marketing infrastructure and training of processes
- Weekly Executive reporting and communication with Investors
- Hired and trained a group of remote leasing specialist to assist with Entrata dashboards to provide support for on-site teams
- First 90 days rolled out budgets, marketing plans, new lease rates, renewal campaigns. Sites went from zero pre-leasing to 41%. The portfolio occupancy on stabilized assets was at 88% and now we are trending 8% ahead YOY for Pre-leasing 2022/23 and on track to reach 96% budgeted occupancy.

EDUCATION

Gwinnett Technical School

DIGITAL MARKETING

Cornell University
2018/19

Georgia Real Estate License

CERTIFICATIONS/AFFILIATIONS

USF Digital Advisory Board Member
2018/19

NAA Advisory Board Member 2018/19

Modern Message Advisory Board
Member 2019/2020

NAHB Pillars of the Industry
Marketing Manager Finalist 2016

Langevin Certified trainer

VICE PRESIDENT LEASING AND MARKETING

Michaels - University Student Living March 2015 - September 2021

Started University Student Living Management Company, now Michaels. Initial creation and implementation for all leasing and marketing infrastructure for the owned student portfolio and properties in development including conventional market rate housing. Responsible for the brand development and execution of new assets and all digital marketing strategies. Leveraged successful partnerships with University Stakeholders on various projects including P3's. Development of brand voice and strategic digital strategies throughout multiple platforms using the most innovative partners.

- Michaels sold 16 properties, valued in excess of 2 billion dollars as a result of their successful marketing and leasing campaigns
- Responsible for set up and implementation for all digital marketing platforms



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VICE PRESIDENT LEASING AND MARKETING

Michaels - University Student Living | Continued...

- Worked in conjunction with campus for largest P3 in developing branding for 575 million dollar UC Davis project. Phase I delivered 2020; Phase II delivered 2021.
- Set up all national reporting systems and marketing infrastructure
- Achieved 97% plus lease up for portfolio
- Selected as Top Achiever during Achievers Summit with over 2500 employees

VICE PRESIDENT LEASING AND MARKETING

Campus Apartments | 2007 - 2015

Directed corporate national marketing initiatives and implementation. Reported directly to COO. Provided ongoing management of approximately eight Regional Sales and Training Specialist as well as over 150 on-site leasing personnel.

- Re-branded 12 properties purchased and finalized upon my joining the CA team
- Created and implemented all national reporting systems for all assets in the portfolio
- Arranged for all marketing and leasing campaigns and oversaw the successful implementation for all assets
- Achieved 97% plus occupancies for all owned assets
- Successful lease-ups of multiple third party properties
- Implementation of weekly calls with site team to build employee morale and reward stellar performance

SENIOR VICE PRESIDENT LEASING

GMH Communities Trust | 1997-2007

References furnished upon request

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