B R I A N G R I T T O N



# PERSONAL PROFILE

C O N T A C T

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S K I L L S

New home buyer psychology Negotiations

Proficient in Microsoft Office & CRM databases

Multi- platform marketing

Team- oriented self- starter with an entrepreneurial mindset

Lead nurturing & conversion

Software engineering & web development

Advanced analytics,

re- marketing & l i fe- cycle tracking

E D U C A T I O N

High School Diploma - Bingham High School - Utah

Attended the University of Utah from 2007 - 2011

 Over 12 years experience in lead generation, sales training, & real estate pipelines.

 Founder and marketing lead at Home Surge. a i , a real estate platform focused on innovative lead generation strategies in the competitive home seller space using the l atest advancements in AI technology.

 Generated qualified leads for top- performing Realtors & tech f i rms across multiple markets including AZ, CA, & GA.

 Skilled in converting online engagement into in- person appointments using self- created CRM systems, scripting, automated chatbots, & marketing funnels.

 Deep understanding of the home buying cycle ( buyer psychology, f inancing, & sales t imelines).

# OBJECTIVE

Seeking to t ransition into new home sales, bringing my proven experience in cl ient conversion, communication, & marketing insight to the table.

# WORK EXPERIENCE

**C O - F O U N D E R & H E A D O F M A R K E T I N G**

*Innovint | November 2013 - present*

 Co- founded a nationwide lead generation company that provided leads to multiple markets & industries both international & domestic.

 Managed marketing funnels & sales f loor training for 50 + reps across two locations.

 Developed & executed lead generation strategies that delivered qualified, high- intent prospects for tech f i rms offering software sales, anti- v i rus, & computer repair services.

 Generated high- converting leads for top performing real estate agents in several markets ( AZ, CA, GA).

 Designed scripts, CRM systems, & managed relationships with third- party partners.

 Oversaw the creation and f low of several call centers both domestic and international.

 Nurtured existing cl ient relationships.

# ACHIEVEMENTS

Partnered with agents to drive over $ 2 . 5 M in real estate closings year- to- date through strategic marketing in i t i atives. Spearheaded marketing efforts that lead to over $ 4 . 2 M in real estate closings in the highly competitive California real estate market.

Directed multi- year Google Ads strategies totaling $ 7 . 95 M in cl ient ad spend, driving qualified lead generation and conversions.