

SUSAN M. McMAHON

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KEY SKILLS

Recruitment
Marketing
Event Planning

Office Management
Administration
Sales

Database Management
Real Estate
Property Management

EXPERIENCE

Coldwell Banker, 2006 - present

Rocky Hill, Connecticut

Administrative Manager

- Provide guidance and support to 24 realtors in regards to listings, purchase agreements, inspections and closings.
- Manage client database for both commercial and residential transactions.
- Produce quarterly ads for *The Rare Reminder*, *Real Estate Book*, and *The Hartford Advocate*.
- Identify and cultivate relationships with prospective customers resulting in new business opportunities and client referrals.
- Consistently conduct exceptional customer service representation while building, maintaining, and retaining existing clients.
- Oversee all aspects of fast paced real estate office to ensure efficiency, productivity and marketability.

Argosy University, 2003 – 2006

Chicago, Illinois

Assistant Director of Admissions

- Managed the admissions process across several divisions including undergraduate, graduate, and post graduate programs.
- Achieved and exceeded established goals resulting in continuous Top Achiever's awards.
- Planned and organized daily recruiting activities to maximize achievement of sales.
- Established relationships with outside organizations and orchestrated monthly open house events to gain university awareness throughout the midwest territory.
- Proactively conducted interviews in order to identify and recommend qualified students.

Planned Property Management, Inc., 2002 – 2003

Chicago, Illinois

Marketing Manager

- Marketed Planned Property Management's residential portfolio to various corporations, resulting in new business client relationships.
- Responsible for developing and maintaining relationships with Chicago Universities, Fortune 500 Corporations, real estate brokers, and Chambers of Commerce.
- Coordinated the company's leasing incentive program, which involved establishing and maintaining an effective line of communication with residential rental outsourcing agencies.

EDUCATION AND CERTIFICATION

Central Connecticut State University, 1990

New Britain, Connecticut

Bachelor of Arts Degree in Communications, Minor in Marketing

Greater Hartford Association of Realtors®, 2008

West Hartford, Connecticut

Licensed Residential Real Estate Agent, State of CT

PROFESSIONAL AND COMMUNITY AFFILIATIONS

Hollywood Heart

Hospital for Special Care

CT Film Festival

Greater Hartford Association of Realtors®

National Association of Realtors®