

# SUSAN P. BURKEY

4007 Waxhaw Crossing Drive Waxhaw, NC 28173 • C (704) 254-5744 • Susie\_platt@yahoo.com

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## **SUMMARY**

Service professional with 16+ years of operations, marketing, management, sales and strategic planning experience. Adept at working in fast-paced environments demanding strong organizational, technical and interpersonal skills. Comfortable interfacing with executive leadership. Trustworthy, ethical and committed to superior client service. Areas of expertise include:

- Executive communications
- Analytics and Reporting
- Event Planning and Production
- Sales Management
- Office Operations
- Sales Marketing
- HR / Personnel Administration
- Vendor Management
- Project Management
- NC/SC Real Estate Guidelines

## **PROFESSIONAL EXPERIENCE**

### **TRUE HOMES**

**2008 - 2016**

#### **Marketing Coordinator**

Direct report to the Executive Operations Partner, responsible for the management, implementation, and execution of True Homes and Tribute Homes Showcase Home activities across the appropriate Marketing platforms including but not limited to Multi Listing System (MLS), True Homes and Tribute Homes websites. Managed all True and Tribute Homes spec inventory home listings with accurate pricing, compelling details, and photos; created and maintained Exhibit A's and master Spec Inventory database for the company. Responsible for completion of Field Execution Visits to ensure all inventory homes met quality standards. Partnered with Design Team to ensure timely and accurate updates to all affected True Homes and Tribute Homes spec inventory and marketing materials initiated by any price changes.

- Managed an average of \$40-60 million in assets (125-200 units) spread over 5 markets throughout the Carolinas in multiple MLS systems.

#### **Corporate Sales Administrator**

Direct report to the Executive Partner for Sales, provided daily administrative, project management and analytical support to the Sales Leadership team. Acted as primary liaison between managing partners and Executive team and supported sales associates; delivered detailed corporate information and supplies needed to proficiently run individual franchise. Gathered data and created weekly sales reports, analytics and trends for the Sales Leadership team to facilitate quick and efficient strategic decisions.

#### **Contract Coordinator**

Direct report to the Executive Operations Partner for Contracts, Credit and Closing, provided full-time daily administrative support as needed to facilitate the efficient running of the entire department. Owned all contract review and processing from file submission through ratification. Accountable for contract compliance and reporting any non-conformance; resolution of each contract within the stated service-level agreements; as well as processing each contract after ratification. Acted as principal contact for contract packaging and communication among buyer, realtor, lender, sales, operations and field partners. Supported sales team as the primary contact for contracts questions and issue resolution; maintained sales training and contracts process documentation. Tracked and reported sales contract performance weekly, raising any systemic issues to Operations Partner.

- Exclusive coordinator for the corporation; processed an average of 800 contracts annually.

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## **CENTRAL CAROLINA BANK / SUNTRUST BANK**

**2001- 2007**

### **Bank Operations Analyst**

**2005 - 2007**

Responsible for retail branch operational functions within Mecklenburg Region (approximately 70 offices), serving as the primary operational resource for over 300 employees. Entrusted to make sound problem solving decisions daily to reduce operational risk, loss or embezzlement. Monitored, research and resolve entries to multiple general ledger accounts. Acted as Cash Balancing departmental liaison to investigate and report cash losses for possible recovery and/or prevention. Reviewed returned deposited items closely to detect possible fraud and working closely with the Loss Prevention department on a continual basis. Analyzed client and organizational error to develop resolution strategies. Review deposit accounts with delinquent deposit activity to reduce/prevent loss.

### **Assistant Branch Manager**

**2002 - 2005**

Responsible for branch operations and ensuring compliance with all federal, state, and institutional bank policies through employee education and daily oversight. Achieved consistently superior results for quarterly operations audits. Planned and coordinated daily branch activities; delegated duties to branch staff to maintain high levels of customer service and satisfaction. Provided leadership and facilitated teamwork among branch employees with a focus on attaining sales and service goals. Managed and supported employee professional development by providing frequent performance feedback through daily interaction, as well as regular performance counseling and formal reviews. Entrusted to resolve escalated customer complaints, disputes or other issues requiring management input and decisioning. Prepared and facilitated weekly sales meetings among branch staff.

### **Financial Services Advisor**

**2001 - 2002**

Accountable for aggressive individual deposit and loan sales goals; contributed to positive asset growth for the largest branch in the Triangle-Region (NC). Operational responsibilities included daily balancing and weekly auditing of the branch ATM; custodianship and inventory management of branch Teller and Traveler's Checks; managed and distributed entire branch cash supply. Performed duties as a Teller as necessary to maintain service-levels and teamwork within the branch

## **RACK ROOM SHOES**

**1998 - 2001**

### **Sales Associate / Floor Supervisor**

**1998 - 2000**

Contributed to production and designation of the Charlotte, NC store location for top tier volume among approximately 600+ locations throughout the Southeast. Analyzed individual and team sales production on a regular basis; participated in strategic planning and implementation to meet corporate sales goals. Created and maintained advertising displays. Worked closely with management to assist in training new associates. Managed stock and inventory daily; devised and implemented theft prevention strategies to reduce losses. Assisted customers with product selections, purchases, and returns. Worked an average of 20 hours per week while in pursuit of a college degree; relied up on to work multiple locations as needed.

## **EDUCATION**

B.S., Business Management/Administration, University of North Carolina, Charlotte, NC – Cum Laude

## **SKILLS**

Proficient in Microsoft Office programs, Internet Navigation and web-based reporting programs  
Experience with Flex, Paragon and Matrix Multi-Listing Systems

## **HONORS & ACTIVITIES**

CCB-Triangle Best Award- 1st Place, Fee Income 2002 2<sup>nd</sup> Place, Fee Income 2003  
Member of the Golden Key Honor Society