

# Rosemarie Fales

602.558.1318 | rosemariefales@gmail.com

## Experience:

### ***Freelance Marketing for Real Estate/Airbnbs***

**Self-Employed**, New York, NY/Phoenix, AZ

Jan. 2020 - Present

- Effectively communicate and maintain meaningful relationships with clients
- Assist clients by researching options and arranging showings
- Compile comparative market analysis to determine appropriate offers and pricing
- Coordinate staging, photography, and descriptions to compile new listings
- Orchestrate move-in dates, arrange cleanings, and oversee property management

### ***Sotheby's International Realty***

**Marketing Coordinator - Agent Services**, New York, NY

Sep. 2018 – Dec. 2019

**Marketing Coordinator**

June 2016 – Sep. 2018

- Managed social media platforms by planning and creating organic content
- Ran paid social media ad campaigns for Facebook/Instagram with specific targets to maximize expenditure
- Monitored expenses and maintained projected marketing budgets while coordinating with vendors
- Compiled InDesign proposals outlining marketing offerings for luxury listings
- Utilized email marketing for listing and brand promotion
- Designed postcards, brochures, and cooperative advertising for print
- Oversaw and collaborated with marketing team while maintaining brand consistency and compliance
- Educated agents on available resources, best listing strategies, and brand awareness to grow their business
- Set up agent websites including domain registration and Google Analytics implementation

### ***Pinnacle Realty***

**Marketing Assistant**, Long Island City, NY

Dec. 2015 - Mar. 2016

- Prepared commercial real estate flyers and booklets via InDesign
- Edited images using Photoshop and marked images through Illustrator for clarity
- Answered phones and directed calls to the appropriate person
- Stocked kitchen daily, ordered all office supplies, and set up conference room

### ***EXR Group Realty***

**Licensed Real Estate Salesperson**, Brooklyn, NY

Jan. 2015 - Dec. 2015

- Marketed residential rental properties through a variety of internet platforms
- Scheduled and met with clients to view apartments
- Processed confidential paperwork with discretion for rental applicants

### ***International Baptist Ministries***

**Administrative Assistant**, Brooklyn, NY

Aug. 2012 - Sep. 2015

- Managed calendar schedule and arranged meetings
- Booked trips for staff and students including hotels, transportation, and activities
- Created two weekly publications using InDesign and prepared Keynote slides
- Set up for special events, meetings, and luncheons
- Answered phones and greeted visitors providing assistance
- Ordered all office supplies and submitted purchase requisition forms

## Education:

***B.S. in Business with a concentration in Management***

***B.A. in History***

Pensacola Christian College, Pensacola, FL

May 2012

## Skills:

- |                   |                     |                        |                |
|-------------------|---------------------|------------------------|----------------|
| • Adobe InDesign  | • Adobe Illustrator | • Microsoft Excel      | • Keynote      |
| • Adobe Photoshop | • Microsoft Word    | • Microsoft PowerPoint | • Contactually |