

Renato Zamudio Candia

National Account Executive – Resident World / Lyra Intel
Board Chair, BTEP Inc.

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Business Strategy. Digital Marketing. Web Development.

Account Management | Client Acquisition | Networking | Spanish Fluency | Customer Support | Digital Advertising |
Non-profits | Growth Mindset | Hubspot | JavaScript | Express | React | SQL | MS Office

PROFESSIONAL EXPERIENCE

Resident World / Lyra Intel

Charlotte, North Carolina

February 2018 - Present

National Account Executive
Business intelligence solutions to take the guesswork out of important property decisions and drive tenant engagement at multifamily and office communities.

- Led a strategic push of merchant discovery to serve Greystar Properties and their portfolio of luxury apartment communities in Charlotte - over 15,000 units and 20,000 tenants.
- Managed relationships with over 50 restaurants and retailers to find effective advertising solutions within our neighborhood centric platform and ensure high return on investment.
- Advised the product team with UI, UX, and user engagement improvements to drive a clear vision of our product, brand, and services.
- Designed sales decks to effectively deliver our value proposition, leveraging the strength of our property partnerships.

Web.com

Charlotte, North Carolina

September 2017 – January 2018

Digital Marketing Consultant

Website design, customer relationship management systems, and digital advertising for small to medium sized businesses.

- Communicated with small businesses to discover their digital challenges and provided solutions in the form of organic online growth, client tracking systems, and paid advertising campaigns.
- Analyzed thousands of records to improve data collection methodologies, create an accurate list of real estate professionals, and develop efficient time management techniques.

CRE CLT

Charlotte, North Carolina

March 2017 – August 2017

Digital Marketing and Business Consultant

Boutique commercial real estate firm leveraging data analytics and web technologies.

- Designed an online identity to reflect forward driven brand and installed systems to track clients, deals, and marketing.
- Assisted the broker in charge to source top-level leads using digital advertising - deals ranged from \$20,000 to \$1.1 million.

Vigor

Charlotte, North Carolina

November 2016 – March 2017

Digital Marketing and Technology Consultant

Movement therapy and personal training startup.

- Implemented vision for brand identity, developed a digital marketing campaign, and built client tracking systems.
- Developed workflows for all departments and trained each employee in the company.

EDUCATION

University of North Carolina at Chapel Hill

Chapel Hill, North Carolina

Bachelor of Arts – Political Science & Religious Studies

May 2013

University of North Carolina at Charlotte

Charlotte, North Carolina

Certificate in Full-Stack Web Development

February 2018

COMMUNITY INVOLVEMENT

BTEP Inc.

Charlotte, North Carolina

Board Chair

February 2018 – Present

Providing underserved sports programs with new equipment.

- Lead and assist in securing sponsorships from companies and organizations in Charlotte to fund yearly community events.
- Oversee board meetings and collaborate with the founder to engage our members and energize our supporters.