

# Recie D. Wiley

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## PROFESSIONAL EXPERIENCE

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**Belle of Baton Rouge Hotel & Casino, Baton Rouge, US**

**2018 - 2023**

**Marketing & Sales Administrator**

- Responsible for soliciting business with present and future clients and for negotiating contracts with clients to sell hotel room blocks and meeting space
- Responsible for personnel-related matters for the Sales staff
- Oversees various sales and promotional programs
- Develops, implements, and manages operational goals and monitors achievements of performance and profit objectives
- Develops and executes strategic marketing plan to include marketing reinvestment, direct marketing, advertising, public relations/community relations, and entertainment for the properties which generates trial and builds long term relationships with customers and strengthens the brand value
- Ensure that scheduling is done in an effective and efficient manner, while maintaining labor costs, meeting staffing objectives
- Responsible for preparing, monitoring and adhering to budgets and ensuring compliance to departmental budget initiatives
- Reports budget concerns / deviations to the Executive Management
- Enthusiastically supports, actively promotes, and demonstrates superior customer service in accordance with department and company standards and programs
- Ensures customer service standards are followed by all team members and addresses issues as they arise
- Responsible for the overall achievement of department customer service goals
- Assesses, anticipates and reacts to the competitive marketplace in regard to marketing strategies, programs, campaigns, and promotions
- Conducts periodic competitive shops
- Works in conjunction with IT department to ensure appropriate resources are available to run programs
- Familiarization with all company Brand programs and systems and provides input to improve Brand direct marketing efforts
- Coordinate with vendors and in-house staff on creative production and communication of events, promotions, and direct mail offers

**Century 21 Investment Realty, Antioch, US**

**2012 – 2018**

**Real Estate Agent**

- Promote sales of properties through advertisements, open houses, and participation in multiple listing services.
- Develop content for sales presentations and other materials.

- ☐ Accompany buyers during visits to and inspections of property and advise them on the suitability and value of the property they are visiting.
- ☐ Prepare documents such as representation contracts, purchase agreements, closing statements, deeds, and leases.
- ☐ Confer with escrow companies, lenders, home inspectors, and pest control operators to ensure that terms and conditions of the purchase agreement are met before closing dates.
- ☐ Coordinate property closings, overseeing the signing of documents and disbursement of funds.
- ☐ Contact property owners and advertise services to solicit property sales listings.
- ☐ Arrange for title searches to determine whether clients have clear property titles.
- ☐ Deliver promotional presentations to current or prospective customers.
- ☐ Attend conventions, seminars, and staff and association meetings to remain knowledgeable about real estate markets.
- ☐ Advise sellers on how to make homes more appealing to potential buyers.
- ☐ Investigate clients' financial and credit status to determine eligibility for financing.
- ☐ Develop a network of attorneys, mortgage lenders, and contractors to whom clients may be referred.
- ☐ Inspect condition of premises and arrange for necessary maintenance or notify owners of maintenance needs.
- ☐ Appraise properties to determine loan values.
- ☐ Evaluate mortgage options to help clients obtain financing at the best prevailing rates and terms.
- ☐ Present purchase offers to sellers for consideration.
- ☐ Negotiate prices or other sales terms.
- ☐ Compare a property with similar properties that have recently sold to determine its competitive market price.
- ☐ Appraise property values.
- ☐ Advise clients on market conditions, prices, mortgages, legal requirements, and related matters.
- ☐ Rent or lease properties on behalf of clients.

**WELLS FARGO BANK, Concord, US**  
**Sales and Software Banker**

**2007- 2012**

- ☐ Cross-selling banking services and products (Personal & Business Checking, Savings, Loans & Lines of Credit)
- ☐ Enrolling customers in online banking program.
- ☐ Linking account to website.
- ☐ Assisting customers with Bill Pay payments/filing claims.
- ☐ Dispute debit card transactions.
- ☐ Internet trouble shooting.
- ☐ Assisting customers with downloading transaction history using
- ☐ Web Connect/Direct Connect Service.
- ☐ Linking new accounts to be downloaded.
- ☐ Assisting customers paying bills with Quicken & QuickBooks.
- ☐ Dispute payments made with Quicken & QuickBooks.
- ☐ Quicken & QuickBooks trouble shooting.
- ☐ Researching error codes generated by Quicken & QuickBooks.

- ❑ Identifying unknown issues and constructing solutions.
- ❑ Working in partnership with Intuit Tech Specialist to resolve complex issues regarding Quicken, QuickBooks.

## **EDUCATION**

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### **Noble Desktop**

Software Engineer Program

### **Diablo Valley College**

Major Business Administration

### **Century 21 Real Estate School**

Real Estate Principle

### **California First Tuesday Real Estate School**

Real Estate Practice

Legal Aspect of Real Estate

Real Estate Finance

Real Estate Syndicate

Property Management

Wells Fargo

## **SKILLS**

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- ❑ **Full Stack Developer**
- ❑ **JavaScript Developer**
- ❑ **React Developer**
- ❑ **Python Developer**
- ❑ **Marketing Communications: Advertising**
- ❑ **Marketing Communications: Marketing Plan**
- ❑ **Marketing Communications: Strategic Marketing**
- ❑ **General: Direct Mail**
- ❑ **General: Marketing**
- ❑ **General: NEW Accounts**
- ❑ **General: Sales Administrator**
- ❑ **General: Sales Presentations**

## **ACHIEVEMENTS**

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- ❑ Completion of Software Engineer Program at Noble Desktop
- ❑ Belle of Baton Rouge, November 2022 Casino Gross 1.1 million
- ❑ Belle of Baton Rouge, Increase revenue by 19% from 2021-2022
- ❑ Century 21 Real Estate, Gross over 4 million in sales annually
- ❑ Wells Fargo, minimum 40k in sale monthly (exceeding monthly sale goal of 15k)

## **CERTIFICATIONS**

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- ☐ Web Development with HTML & CSS
- ☐ Advanced HTML & CSS
- ☐ Flexbox, Grid, & Bootstrap
- ☐ JavaScript for Front-End
- ☐ Front-End Tools & Portfolio
- ☐ JavaScript Programming Bootcamp
- ☐ Web Development Labs
- ☐ JavaScript Development with Node, Express, & MongoDB
- ☐ React Development Bootcamp
- ☐ Web Development Portfolio & Industry
- ☐ Python Programming Immersive
- ☐ Python Web Development with Django
- ☐ QuickBooks 2009, 2010, 2011 Mac or PC training Quicken 2009, 2010, 2011 PC training
- ☐ Complex training U.S.S.B. training B.O.B. training
- ☐ Mobile Banking training T.A.M.U. training
- ☐ Quicken 2005, 2006, 2007 Mac training
- ☐ First level training
- ☐ V-safe training