

## Milton S. Daley

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Brooklyn, NY 11203

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**Education** University at Buffalo, The State University of New York  
**Masters of Business Administration**- Finance, Marketing and Operations: May 2014  
**Bachelor of Arts** – Double major in Political Science and Psychology, History minor: May 2012

### Experience

#### **Scope Realty (Real Estate Brokerage)-New York, New York**

*Licensed Real Estate Salesperson*

*10/2019-Present*

- Generate and facilitate lease and rental agreements for residential and commercial clients
- Generate new customers and exclusives for brokerage via prospecting, SEO, and CMR management
- Utilize multiple advertising platforms to market inventory

#### **Asset Living (Luxury Property Management Company)-Athens, Georgia**

*General Manager*

*08/2019-02/2019*

- Oversee the daily operations of my portfolio including staff supervision, marketing, budget creation, and, expense control
- Analyze data from primary and secondary sources to establish KPI to increase NOI for future quarter and annual targets
- Generate and construct monthly, quarterly, and annual reports for senior management, board members, and, investors
- Cultivate and manage relationship with first- and third-party data partnerships to promote product services
- Executed customer satisfaction strategy that improved online reputation metrics by 120%

#### **American Campus Communities (Luxury REIT)-Richmond, Virginia, Toledo, Ohio and Durham, New Hampshire**

*General Manager*

*10/2016—02/2019*

- Oversee the daily operations of my portfolio including staff supervision, marketing, budget creation, and expense control
- Analyze data from primary and secondary sources to monitor KPI and increase NOI for future quarter and annual targets
- Generate and construct monthly quarterly and annual reports for senior management, board members and investors
- Increase NOI annually by an average of 6 %
- Cultivate and manage relationship with first- and third-party data partnerships to promote product services
- Report property financial, facilities and leasing information to corporate officers in compliance with Sarbanes-Oxley Act
- Prepare annual budget and set rates by analyzing market data, capitalization rates and utilizing GAAP to optimize NPV

*Assistant General Manager*

*04/2015-10/2016*

- Manage property's account receivables including collections and end of month procedure
- Supervise operation staffs' sales targets to ensure quarterly goals are being met
- Supervise the creation and implementation of GTM campaigns for portfolio clients
- Conduct monthly administrative audits to mitigate risk and ensure compliance with company standards and expectations

#### **Generation Opportunity (Millennial Issue Advocacy Organization)-Arlington, Virginia**

*Policy & Communication Intern*

*09/2014-02/2015*

- Analyze consumer data to generate policy decisions consistent with the organizational brand
- Coordinate with the press staff to formulate organizations strategic message for earned media
- Construct and compile weekly earned media reports to maintain donor relations

#### **American Campus Communities (Luxury REIT)-Amherst, New York**

*Leasing & Marketing Manager*

*05/2012-09/2014*

- Supervise all activities of the leasing department to ensure maximum occupancy and revenue
- Ensure monthly audits are completed correctly and submitted
- Manage property's social media content including Facebook, Twitter, and Instagram to generate traffic
- Coordinate property renewal plan which increased retention rates by 300% in comparison to prior year

**Computer/Skills** Microsoft Office (Access, Excel, Outlook, PowerPoint, Word, Project) MRI, Nielsen, Nexus, Cognos, SPSS, Minitab, Meltwater, Ad Analytics, HTML, Contract negotiation, Vendor Management, University Relations, Budget forecasting, Financial Analysis, Data Analysis, Market Research