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| **Brittany Gray** |

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# Professional Summary

## Highly accomplished and results-driven professional with over 19 years of experience in developing and executing strategic marketing and operational initiatives. I am seeking a role to apply expertise in driving brand visibility, leading cross-functional teams, and leveraging data-driven insights contributing to organizational success.

# Experience

## CBRE | Nov 2015- Jan 2024

- Operations and Marketing Manager | Affordable Housing – Capital Markets | April 2022- Jan 2024

* Led marketing and office operations team, setting goals and ensuring performance
* Worked with internal sales associates to identify marketing needs and assisted with delivery
* Contributed to recruitment by writing business cases, interviewing and overseeing onboarding
* Spearheaded office-wide initiatives like annual events, communications, and recognition touchpoints
* Supported national sales partners with business updates, sales tools, and project updates
* Ensured implementation of national operational strategies

- Marketing Manager| Affordable Housing – Capital Markets | April 2019- April 2022

* Managed the team who provided marketing and administrative support to the sales agents
* Worked within key marketing platforms such as Salesforce, Campaign Logic, Real Capital Markets, and Costar
* Worked across the organization to drive improvements in business development materials
* Implemented company policies and procedures, monitored expenses and approved invoices
* Supported our broker sales channel with marketing collateral for business development and property listings
* Took on communication support of national broker partners

- Marketing Supervisor| Affordable Housing – Capital Markets | Feb 2018- April 2019

* Set department goals, trained, coached and managed performance for marketing staff
* Created collateral, documentation and web publishing in accordance with company branding
* Created content for internal and external communications
* Created and implemented training documents, processes and procedures
* Developed recognition program for reporting team
* Served on the office leadership committee to set office-wide goals and address personnel issues

- Marketing & Communications Manager- Florida offices | March 2017- Feb 2018

* Managed marketing and communications team members supporting the Florida offices with custom template designs, website creation, press releases, tradeshow and event sponsorship, and media spotlights
* Worked with brokers across multiple service lines to deliver custom marketing strategies
* Established work schedules, assigned tasks and tracked deadlines
* Proofread and approved team campaigns
* Created digital communication such as newsletters, surveys, and emails to support internal and external outreach

- Client Services / Marketing Supervisor- | Nov 2015- March 2017

* Set department goals, trained, coached and managed performance for 10 marketing staff
* Created collateral, documentation and web publishing in accordance with company branding
* Monitored project budgets
* Created digital communication such as newsletters, surveys, and emails
* Ensured that staff interfaced professionally with clients while responding with urgency
* Collaborated with managers in other office on projects like onboarding, team-coverage, and reginal meetings

## Marketing Manager | VillaDirect | Feb 2014-Nov 2015

* Supervised 3 employees to achieve designated marketing goals
* Managed content for the company landing page, email blasts, print assets and sales promotions
* Analyzed vacancy trends to create campaign messaging
* Worked with travel partners to promote products
* Coordinated all show event efforts

## Marketing Manager | Century 22 Marketing | Oct 2012-Feb 2014

* Implemented marketing and communications strategies for three major travel divisions
* Managed the production of a wide range of digital, print and promotional activities
* Researched selling points for new initiative, communicated it to the sales team and created supporting collateral

## Trade Marketing Coordinator & Consumer Insights | Universal Orlando | Feb 2011-Oct 2012

* Audited partner websites, landing pages, eblasts, and external collateral to ensure brand compliance
* Led weekly meetings with sales channels and account representatives to streamline project communication
* Pulled SalesForce reports to measure project lead time and track trends for future job starts
* Audited travel partner messaging nationally to assess knowledge of park and product

## Marketing and Brand manager | Epice International | June 2010- Nov 2011

* Created internal documents such as SOPs, product information pages, sales programs and collateral
* Produced all corporate branded templates in both printed and digital media
* Hosted focus groups to analyze strategic development for target demographics

## Marketing and Event Coordinator | Brevard Zoo | Oct 2007- May 2010

* Planned and executed public and private events, with sizable year-over-year booking increases
* Managed digital communication, updating web content, blogs, videos, images, email and social media
* Communicated expectations and outlined timelines for staff during public event planning
* Developed vendor partnerships

## Marketing Brand Ambassador | Busch Gardens | May 2005- July 2007

* Assisted with offsite promotional events, media blitzes, and collateral distribution as well as onsite brand messaging to park guests

# Education

## Bachelor of Arts in Mass Communication | August 2003-May 2007 | University of South Florida

# Skills and Programs

* Proficient with Microsoft Office, Adobe Creative suite, Salesforce, and email programs like Constant Contact

# Affiliations and Accolades

* 2020-2022- CBRE Women’s Network field delegate
* 2017-2024: CBRE’s Rising Professional Organization
* 2015-2020: CBRE Cares volunteer work
* 2017- CBRE Office Leader of the Year award