

# ALICIA DOOLEY

*Creative marketing professional with expertise in content creation, branding, sales, event planning, client communications, graphic design, print and digital marketing, web development, social media management, SEO, SEM, and other MarTech within real estate and new construction. Previous marketing and sales experience within retail, wholesale, tourism & hospitality related industries.*

## Contact

### Phone

678-327-9474

### Email

alydooley@outlook.com

### Current Address

Dulles, Virginia

*\*Relocation Flexibility. Moving to north Atlanta area late August 2024.\**

## Education

### University of Georgia

#### Bachelor of Arts - Public Relations

Minor in New Media

#### Bachelor of Science - Consumer Journalism

Minor in Fashion Merchandising

## Licenses & Certifications

- NVAR - Northern Virginia Association of REALTORS®
- Real Estate Salesperson License, Virginia Department of Professional and Occupational Regulation
- Notary Public, Commonwealth of Virginia

## Social



Additional work experience and skills are listed on LinkedIn.

[www.linkedin.com/in/aliciamdooley/](http://www.linkedin.com/in/aliciamdooley/)



@travel.thyme

## Experience

### 2017-Present

Classic Cottages | Alexandria, VA

#### **Marketing Director & Settlement Coordinator, Licensed Virginia REALTOR®**

Works for a fully-integrated custom home builder in northern Virginia and is responsible for all marketing initiatives to increase brand awareness, engage and educate potential home buyers, and ultimately produce new construction home sales for Classic Cottages.

Digital marketing responsibilities include website creation and content management, data analytics, social media content management, Client Relationship Management (CRM), native and display advertising, SEM, SEO, and email marketing campaigns. Reports analytic insights to executive team and outlines new marketing strategies to enhance KPIs.

Manages site projects by creating builder signage and coordinating property signage installation as well as working with third party companies to stage each property before coming to market. Schedules real estate listing photography, editorial photoshoots, and videography for all staged homes, utilizing photos and videos for digital marketing sales campaigns. Designs printed listing materials for display at speculative properties.

Engages company with local community by supporting public and private education, Chamber, and nonprofit sponsorship opportunities and collaborating with local businesses for branded marketing collateral and client gifts.

Plans and executes all corporate and realty events, including open houses, broker's opens, NVAR events, meet the builder events, happy hour socials for employees and the annual corporate holiday party. For corporate functions, evaluates and reserves event space, creates floor plan/seating charts, chooses food and beverage, orders flowers and other decor, and communicates with the on-site event coordinators.

As a licensed real estate salesperson, assists the sales team by meeting with prospective buyers and showing them move-in ready homes and homes currently under construction. Communicates with prospective buyers during the sales process via in-person meetings, email, and phone, answering questions and explaining the construction process and design features and finishes in a clear, efficient, and customer-friendly manner. Assists in contract writing by collaborating with the finance, operations, architecture and design departments for accurate construction plans, design specifications, and pricing information, gathering all necessary details and putting all components together in a formal contract for client signature via DocuSign.

As a public notary for the Commonwealth of Virginia, facilitates all settlement coordination on behalf of Classic Cottages and Urban Living Real Estate, LLC. This includes communicating with lenders and title companies to complete all necessary settlement documents in preparation for home closings.

 @ccottages.homes

 [www.ccottages.com](http://www.ccottages.com)

## References

### Michelle Lynch

Broker & Sales Manager at Classic Cottages

Phone: 703-599-9710

### Kim Musser

Former VP of Design at Classic Cottages

Phone: 717-471-9527

### Jocelyn Zavala

Former Project Designer at Classic Cottages

Phone: 703-999-0233

### Kara Hannibal

Former Project Designer at Classic Cottages

Phone: 703-919-1510

## 2016-2017

Bozzuto | Alexandria, VA

### **Sales & Marketing Associate**

Built brand loyalty and created an extraordinary living experience for all potential and current residents at The Frasier, a Bozzuto managed and owned apartment community in Alexandria, VA. Converted all Lead2Lease leads into community tours by following up with all prospects and providing helpful and compelling information about the community and local neighborhood. Analyzed reports in Yardi and Yieldstar to track our % occupancy, % leased, move-in and move-out schedules, 30-60 day occupancy projections, and hospitality and marketing budgets for sales and marketing needs. Researched competitors in the local market to learn community's competitiveness in terms of pricing, leasing specials, and occupancy. Wrote, edited, and executed all rental lease agreements in Blue Moon Software. Planned, advertised and executed 2-3 monthly resident events to establish a sense of community between residents. Planned and led weekend open house events for prospective residents. Posted content on social media to generate interest in the community and drive tour traffic.

## 2015-2016

Entourage Clothing & Gifts | Comer, Georgia

### **Content Editor**

Worked with the creative and digital teams to plan and manage current and future sales and marketing strategies, company branding, future business ventures in new markets, customer reach and demographics, web design, product positioning, new arrival content, and product inventory management. On a daily basis, edited web content and utilized tools within the website platform (Shopify) to increase product visibility and maximize sales.

## Summer 2014

Athens Convention and Visitors Bureau | Athens, GA

### **Public Relations & Marketing Intern**

Promoted Athens, GA as a leisure tourist destination through digital and print communications including blogging, social media monitoring, email marketing, event posting, and writing itineraries, press releases and pitches. Updated national football and student publications in the CRM website system. Assisted in the design and editing of the Athens Life Unleashed Visitors Guide. Assisted in the planning and execution of community events including food & music festival "AthFest" and Athens Twilight Criterium.

## 2013-2015

University of Georgia: Office of International Education | Athens, GA

### **Education Abroad Advisor & Peer Advisor President**

Managed and led five communication committees with monthly executive board meetings and committee meetings for a team of 60 Peer Advisors (UGA students who have previously studied abroad) at the Office of International Education; Actively promoted the education abroad program and helped current students with their pre-departure, on-program, and post-program study abroad services including workshops, personal meetings, classroom and club presentations, and events. Built, developed and monitored the Peer Advisor website and social media pages. Led Options Abroad sessions and walk-in advising sessions as well as re-branded the Education Abroad department within the OIE.

## MarTech & AdTech

- Microsoft Office / Outlook
- Adobe InDesign & Photoshop
- Canva
- Issuu
- Mailchimp
- Zoho CRM
- Semrush (SEO Management)
- Google Ads & Analytics
- Google Search Console
- Buildertrend
- Onsite IQ
- Salesforce
- Squarespace
- Dropbox
- DocSend
- Docusign
- Houzz
- Zoho Social
- Facebook
- Instagram
- Pinterest
- Youtube & Vimeo

## Skills & Attributes

- Event Planning
- Project Scheduling
- Project Management
- Graphic Design
- Media Relations
- Home Staging
- Content Creation
- Public Speaking
- Creative Writing
- Customer Relations
- Vendor Sourcing
- Analytical Research
- Organized
- Collaborative
- Time Management
- Critical Thinking
- Proactive & Punctual
- Persuasive
- Goal Oriented
- Meets Deadlines
- Attention to Detail
- Active Listening
- Service Focused