



# CASEY PRINCE

Experienced Marketer

## CONTACT

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## WORK EXPERIENCE

### REALTOR / REAL ESTATE BUSINESS CONSULTANT AND MARKETER

*Nashville, TN & Hickory, NC / June 2014 - present*

- Independent Contractor / Real Estate agent who excels in customer care. Detailed marketing strategy for my clients is a feature of my sales strategy. Licensed in TN and NC (TN since 2014, NC since 2021).
- As a real estate business consultant I work one on one with experienced agents to build follow-up systems as well as marketing strategies. I functioned as the director of operations for an agent for 6 months as an interim while we found and hired for the support roles needed for her team in TN.
- Functioned as the director of sales and mentor / trainer for new agents for a boutique brokerage in Nashville, TN where I trained both in Real Estate strategy as well as marketing best practices.
- Relied heavily on social media marketing using content management systems.
- Wrote blog posts for my business and others and currently curate and send newsletters for a real estate team in Nashville.

### OWNER - BELLY ELAN MATERNITY BOUTIQUE

*Charlotte, NC | Nov 2004 - Dec 2007*

- Built a brick & mortar business from the ground up.
- Responsible for all aspects of the business including training and all marketing / advertising.
- Designed print ad campaigns.
- Designed website in the early years of online shopping.

### BUSINESS / MARKETING TEACHER

*Charlotte, NC | Feb 2001 - June 2002*

*Hickory, NC | Jan 2021 - June 2021*

- Taught Marketing classes at South Mecklenburg High School.
- Taught Business classes at Hickory High School.

## EDUCATION

### BS/BA IN MARKETING

*Appalachian State University | 1996 - 2000*

## PERSONAL PROFILE

I am a passionate marketer with broad experience over the past 22 years. I have worked as an entrepreneur, business consultant and in the non-profit world as a youth ministry administrator. Between 2008 and 2014 I worked in contract positions for a marketing research firm, served in youth ministry, and spent a significant amount of time writing while raising kids. My greatest strengths lie in my ability to connect with people and my propensity to think outside the box. In all of my work experience I have had to market myself and or a product, business or idea.

## EXPERTISE

- Visual Marketing
- Editorial Writing
- Project Management
- Business Strategy

## SOFTWARE KNOWLEDGE

- Graphic Design Software - Canva
- Loomly Content Management
- Trello
- Slack
- Wix
- Wordpress

## PERSONAL SKILLS

- Communication
- Mentoring / Training
- Creative / Outside of the Box Thinking
- Problem Solving
- Leadership

*Thank you!*