

## ANDREEA WATERS

Winter Park, FL 32789

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### MARKETING & BUSINESS DEVELOPMENT PROFESSIONAL

Results-driven leader and innovative thinker, who increases revenue, lead generation and customer retention through strategic marketing and successful advertising campaigns, relationship building and business development. I blend creativity with business acumen giving me an edge in the marketplace.

### CORE COMPETENCIES

Marketing Strategy | Brand Building & Management | Partnership Management | Digital Content Strategy | SEO/SEM Business Development | Email Marketing | A/B Testing | Full-Funnel Media Planning | Digital Marketing Management & Strategy | Sports Marketing | Real Estate Marketing | Social Media Strategy | Book Publishing | Luxury Real Estate

### PROFESSIONAL EXPERIENCE

- 2/2021-11/2022 **Kelly Price & Company** Winter Park, FL  
**Marketing Consultant & Licensed Real Estate Sales Associate**  
Brand building and management of multi-channel advertising campaigns for one of the top producer realtor in the Central Florida luxury real estate market.
- Increase organic website traffic for lead generation and sales conversion
  - Content strategy and execution showcasing lifestyle and real estate trends
  - Design, launch and grow website for new luxury townhomes development, Vilasa Homes - ranks #1 in Google search for branded term - [www.vilasahomes.com](http://www.vilasahomes.com)
  - Created Winter Park Lifestyle - digital brand showcasing the local lifestyle and building community - [www.winterpark-lifestyle.com](http://www.winterpark-lifestyle.com)
- 12/2017-12/2020 **Premier Sotheby's International Realty** Winter Park, FL  
**Licensed Real Estate Sales Associate**  
Advised International investor in buying real estate investment properties in Winter Park, FL. Helped residential clients sell and buy real estate in Winter Park and Orlando Metro.
- Properties value increase of 40-50% over the last 3-5 years
  - Rental income generates an ongoing 5-6% annual ROI
  - Sold property in Winter Garden, Florida within 12 days on market
- 2015-2018 **Julia B. Fee Sotheby's International Realty** Irvington, NY  
**Licensed Real Estate Salesperson**  
Worked with residential clients to sell and buy real estate in Westchester, NY. Leveraged the Sotheby's International Realty brand in local marketing and advertising campaigns.
- 2013-2015 **Peter J. Riolo Real Estate** Hastings-on-Hudson, NY  
**Licensed Real Estate Salesperson/Marketing Consultant**
- Designed/implemented print and digital marketing campaign titled "Life After Brooklyn" which generated new residential sales
  - Developed email, digital and print marketing strategy for luxury real estate and new construction in Westchester, NY
- 2006-2010 **Expert Satellite, Inc. - DIRECTV Preferred National Retailer** Worcester, MA  
**Marketing & Business Development Director**  
Managed the DIRECTV brand, part of the executive team that lead the online and offline customer acquisition for #3 DIRECTV National Retailer (out of 2,500+ dealers in U.S.)
- Email Marketing: managed the campaigns design and strategy, increased revenue by 5%

- SEM/SEO Strategy: directed landing page design and A/B testing strategy for aggressive PPC campaigns on Google, Yahoo and MSN. Maintained search placement in top 3 results.
- Partnership Development: Conceptualized, negotiated and implemented credit card insert program which accounted 10% of revenue - most successful off-line program
- Team Building/Management: Established and built a highly-motivated marketing team with specialists in SEM/SEO, landing page design, and Affiliate Marketing.

2004- **Worcester Business Journal** Worcester, MA  
 2005 **Project Manager Consultant/Account Executive**

Developed promotional concepts that captured a new category of luxury advertisers. Managed the publishing and distribution of the collector's volume titled — Worcester, A Photographic Portrait of the People, Places and Culture of Central Massachusetts.

2002- **United States Tennis Association New England** Westborough, MA  
 2004 **Director of Marketing**

Lead marketing and PR strategy for United States Tennis Association (USTA) in New England, the largest tennis organization in the world with over 700,000 members.

- Ranked #1 in new membership acquisition out of 17 USTA Sections
- Sponsorship Management: added new Title Sponsor and renegotiated sponsorship partnerships. Leveraged USTA New England Membership demographics, US Open assets and media exposure to enhance sponsorship value; increased revenue by 20%
- Managed MBNA Affinity Program for Membership Acquisition campaign

1999- **eInvite - Checkerboard, Ltd.** West Boylston, MA  
 2002 **Order Processing Manager/Partnership Manager/E-Commerce Merchandiser**

## EDUCATION

**University Of Central Florida** Orlando, FL  
 Certificate/Digital Marketing Management & Strategy, 2021

**IFREC Real Estate School** Orlando, FL  
 License/Florida Real Estate Sales Associate, 2017

**New York Real Estate Institute** New York, NY  
 LEED Green Associate/Green Architecture, 2016 License/  
 New York Real Estate Salesperson, 2012

**International Center of Photography New York** New York, NY  
 Documentary & Journalism, 2012-2015

**Worcester State College** Worcester, MA  
 BS/Psychology, 1999

## PHOTOGRAPHY PROJECT

**Surf NYC Photography Book** - [www.surfnyc.photo](http://www.surfnyc.photo)

**Photographer/Author** - Published by Schiffer Publishing Ltd in February 2016. Developed and managed photography content and book design to release my photography book titled, Surf NYC. Surf NYC has been showcased in galleries and featured by The Guardian, Wired Magazine, Gothamist, Slate, lifestyle/fashion networks and online media. Surf NYC books and art are sold world wide including book, lifestyle and gift stores such as Rizzoli Bookstore NYC, Barnes & Noble, Amazon, Clic NY, Huckberry NYC.