

## OBJECTIVE

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Eight years of marketing, brand management, and design experience. Specialize in lead generation and paid digital media for SaaS products within real estate.

## PROFESSIONAL EXPERIENCE

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### **CoStar Group, CoStar Real Estate Manager (REM) | Atlanta, Ga.**

*Marketing Manager, June 2021 – Present*

- Evaluate Google Ad Campaigns and develop a plan for opportunities and improvements, including ad group refinement, landing page expansion, and quality score optimization resulting in a 432% increase in impressions, 29% increase in click rates, and 56% more conversions
- Lead a competitor analysis of Lease Accounting and Administration software companies to audit CoStar's paid marketing strategies and secure a 300% increase in annual CoStar REM marketing/lead generation spend
- Took ownership of CoStarManager.com by culling the WordPress site for bugs, enhancing user experience, creating relevant content with sales and product teams, and improving the SEO of web pages and blog posts
- Review Pardot email marketing campaigns and overhauled email design templates for responsiveness and mobile optimization resulting in a 15% increase to click rates and 50% decrease in unsubscribes

### **Richmond Association of REALTORS® (RAR) | Richmond, Va.**

*Marketing Manager, June 2020 – June 2021*

*Senior Marketing Coordinator, May 2019 – June 2020*

*Marketing & Public Relations Coordinator, May 2017 – May 2019*

- Conceptualized, budgeted and executed an annual \$475,000 marketing campaign and media buy strategy: increasing member-association engagement by 62% over three years through paid social media, Search Engine Marketing (SEM), and advertising (broadcast, radio, and print)
- Designed print and digital assets inhouse with Adobe Creative Suite—ad placements, Listed Magazine, and housing reports—saving RAR \$75,000 in previously outsourced design work (2019-2020 fiscal year)
- Managed content development strategies for RAR's nonprofit, the Partnership for Housing Affordability (PHA), to launch a new website, rebranding campaign with style guidelines, and regional housing study (Richmond Regional Housing Framework)—maximizing the general public's understanding of affordable housing and building positive consumer perception of housing needs
- Reviewed and measured Key Performance Indicators (KPIs) and audience engagement to adjust print and digital marketing campaign messaging, imagery, and budget as needed
- Facilitate B2C and B2B communications goals through execution of email, push, text campaigns (SMS), phone, and web marketing interfaces

## PORTFOLIO

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Website: JohnLe.info

LinkedIn: /in/prjohnle

## SKILLS

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### **Adobe Creative Suite**

- Illustrator
- InDesign
- Lightroom
- Photoshop
- Premiere Pro

### **Content Management Systems**

- GrowthZone
- Salesforce + Pardot
- Squarespace
- Wix
- WordPress

### **Content Marketing**

- Brand Development
- Email Marketing
- HTML & Web Development
- Paid Media Strategy
- Social Media Planning

### **Management**

- Campaign Budgeting
- Project Planning
- Reporting & Evaluations
- Task Management
- Team Development

### **Languages**

- English
  - Vietnamese
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## PROFESSIONAL EXPERIENCE

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### **Feed More | Richmond, Va.**

*Communications Analyst & Multimedia Designer, July 2015 – June 2017*

- Managed donor communications through direct mail, eNewsletters, and personal touchpoints for Feed More's Development Team to drive individual and corporate gifts
- Monitored relevant community trends, events, and posts through Google Alerts and Meltwater Social Solutions to promptly engage with appropriate audiences

### **Genworth | Richmond, Va.**

*Employment Brand & Community Relations Intern, May 2014 – June 2015*

- Led nine departments over three months in developing text and graphics to successfully launch a corporate social responsibility website as part of the Genworth Foundations' Strategic Plan
- Organized 43 community service events, engaging Genworth's 2,000 Richmond employees. Documented employee volunteerism by building out organizations' intranet with basic HTML and CSS

## AWARDS & CERTIFICATES

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- 2020 ChamberRVA Leadership Lab Certificate
- 2019 ChamberRVA MENTOR Richmond Certificate
- 2015 VCU Richard T. Robertson School of Media & Culture Award
- 2015 VCU da Vinci Center, Certificate in Product Innovation

## EDUCATION

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### **Virginia Commonwealth University**

*Richard T. Robertson School of Media and Culture*

Bachelor of Science in Mass Communications

- Concentration: Public Relations
- Minor: General Business

Magna Cum Laude, May 2015

## WORK SAMPLES

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For work samples, including graphic design, web development, and writing, please visit my portfolio site at **JohnLe.info**.

## VOLUNTEER

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### **Better Housing Coalition (BHC)**

*Young Professional Board  
& External Affairs Committee  
July 2017 – June 2021*

- Review fundraising strategies, event promotions, and marketing campaigns
- Raise \$38,430 through service on BHC Young Professional Board (FY2019)
- Create promotional content for StayHomeRVA, BHC's Non-Event Gala, generating \$80,770 in donations (FY2020)—exceeding the planned revenue goal by \$20,770

### **Side by Side Richmond**

*Communications Committee  
August 2017 – June 2021*

- Audit organizations' communication strategies and aided in creating their Host Home program, providing housing for displaced youth

### **Richmond Mayorathon**

*Board Member  
March 2019 – June 2021*

- Inform the general public of local offices, open seats, and the candidate's running in each election through organizing public forums, web updates, and promotional graphics
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