

Trevor C. Barzee

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**Senior Marketing Director & Asset
Manager • Digital Strategist • Real Estate
Developer & Consultant**

SUMMARY

Senior Marketing Director, Digital Strategist and Real Estate Professional with 15 years industry experience seeking a role in a growing real estate company wherein marketing, branding, strategy, creativity & problem solving, business analysis and team building can successfully come together.

KEY ACCOMPLISHMENTS

- *PROPERTY DEVELOPMENT CONSULTANT* International Projects in Excess of \$2B In Argentina, Romania, & Dominican Republic
- *SUCCESSFUL E-COMMERCE PLATFORMS* Generating \$4M+ in Annual Client Revenue
- *DEVELOPED OVER 400 WEBSITES* Digital Marketing, Branding, and Web Packages
- *TURN AROUND OF OCEANFRONT RESORT +* \$4M Cash Reserves, Plus \$1.5M+ in Annual Client Revenue With Condo-Tel Implementation

- *MANAGED 1,500+ VACATION PROPERTIES* Operated within Multiple World-Wide Markets

- *PROPERTY MANAGER IN CHARGE* Licensed by the State of South Carolina as PMIC

- *RETROFIT OF RAMADA HOTEL* Converted Defunct Hotel Into Luxury Lofts With 100% Sell-out Prior To Completion.

- *PERSONALLY OWNED & OPERATED 45* Commercial & Residential Properties

- *JOINT-VENTURED* With multiple start-ups creating and developing successful brand identities and international digital marketing systems.

KEYWORDS

- Aligning business practices with emerging strategy • Investment Planning • Artistic skills
- Real Estate Project Management • Real Estate Consulting • Commercial Real Estate • Residential Real Estate • Real Estate Construction and Development • Resort Community and Condo-tel Management
 - Boutique Hotel Development and Management
 - Fractional Ownership Management and Strategy
 - Corporate and Vacation Rental Property Management • Credit Analyst • Business Plan Development • Aesthetic sensibility • Advertising Planning • Analytical Ability • Cross-functional team management • Assessing Factors Impacting Productivity • Brand Identification • Brand Storytelling • Brand Strategy • Budget Management • Business Analytics • Business Management • Business Storytelling • CSS
 - Collaborative Partnerships and Strategic Alliances • Competitive analysis • Content Management Systems (CMS) • Content Strategy
 - Creative Strategies • Creative Thinking
 - Detecting Emerging Trends • Develop and Track KPIs • Developing Online Marketing Strategy
 - Digital Media and Strategy • Editorial Strategy
 - Portfolio Performance • Project Management

- Product Development • Product Renovation
- Recruiting Talent • SWOT analysis • Advertising Evaluation • Setting prices to maximize profit and sales volume • Sales Leads Generation • Solving marketing problems using qualitative analysis
 - Group Leadership • Supervising Creative Staff • User Experience/Interface (UX/UI) • Web Analytics • Web Metrics • Web Programming
 - Website Management • WordPress • Brand Awareness • Brand Marketing • Adobe Suite
 - Curb Appeal • Design Solutions • Graphic Design • Innovative Experiences • Passion for Design • Balance Between Creative Design and Business Objectives • Strategic Planning and Vision • Attention to Detail • Business Intelligence
 - Evaluating • Facilitating • Forecasting
 - Negotiation • Plan Development • Problem Solving • Situational Assessment • Workflow Analysis • Workflow Management • Workforce Analysis

Education/Certifications

2018 - PRESENT: Pursuing General Contractor Licensing State of Georgia

2017 - PRESENT: Pursuing CFI (Flight Instructor Certification) & On-going Aviation Education

2008 –2009: WYATT REAL ESTATE INSTITUTE - Property Manager In-Charge License (PMIC)
Greenville, South Carolina

2004 - 2005: EQUIFAX - Client training for understanding of and management of credit scoring methodology and algorithms.

2003 - 2006: AERO II FLIGHT ACADEMY - Private Pilot Certification
Spartanburg, South Carolina

< 1998: ACADEMIC HISTORY
Atlanta, Georgia • Long Beach, Mississippi

Experience

2017 - PRESENT: WILD COMPASS MEDIA (formerly Location Cubed Group - Re-Branded For American Market) – SR> MARKETING DIRECTOR • DIGITAL STRATEGIST • FOUNDER Atlanta, Georgia

Digital branding and marketing agency specializing in five key niche markets all intertwined via common demographic and market scope. Specializing in Web, Identity, Branding, & Custom-Tailored Software Solutions For The Real Estate & Hospitality Industry.

2013 - 2017: LOCATION CUBED GROUP – WEB DEVELOPER • FOUNDER Bucharest, Romania

Digital branding and marketing agency. We use Geo-Arbitrage to help establish a global b2b & b2c client base, excelling in e-commerce solutions & booking/reservation program integration.

2010 - PRESENT: GO PUNTA CANA REAL ESTATE - SENIOR MARKETING DIRECTOR • DIGITAL BRAND STRATEGIST & WEB DEVELOPER • REAL ESTATE CONSULTANT
Punta Cana Dominican Republic

Regional Real Estate Agency in the Dominican Republic with an international breadth. Established in 2007, Go Punta Cana Real Estate manages a diverse portfolio of properties and has overshadowed both ReMax and Century21 in local sales volume and revenues. Go Punta Cana Real Estate has been featured many times on HGTV's House Hunter's International and Caribbean Life. www.GoPuntaCanaRealEstate.com.

2012 - PRESENT: EL TOUR CARIBE / PUNTA CANA SCUBA DIVING - SENIOR MARKETING DIRECTOR • DIGITAL BRAND STRATEGIST & WEB DEVELOPER

*Dominican Republic based Caribbean destination services specializing in SCUBA diving adventures, private yacht charters, and bespoke adventures. We operate an adventure center & yacht charter service as well as a PADI Dive Center in Punta Cana & Bayahibe, Dominican Republic. Strategic alliances include The Luxury Guide, PADI, and American Express Centurion "Black".
www.ElTourCaribe.com and
www.PuntaCanaScubaDiving.com.*

2009 – 2013: CASA MAR – PROPERTY INVESTMENT STRATEGIST/CONSULTANT • PMIC • RESIDENTIAL/COMMERCIAL DEVELOPER • PROJECT MANAGER
Punta Cana, Dominican Republic

A Bavaro, Dominican Republic based real estate firm specializing in residential & commercial sales, leasing and development.

2006 –2009: VANTAGE REALTY – REAL ESTATE INVESTOR • PMIC • REAL ESTATE DEVELOPER • PRIVATE MONEY LENDER
Greenville, South Carolina

A Greenville, South Carolina based real estate sales and leasing agency with in-house property management and construction company.

2005 –2009: PALMETTO HOME RENOVATIONS – REAL ESTATE INVESTOR • PMIC • PROPERTY RENOVATIONS
Greenville, South Carolina

A Greenville, South Carolina based real estate renovation and remodeling company with in-house property management and construction company.

2003 –2006: FIRST INVESTORS MORTGAGE – LOAN ORIGINATOR • CREDIT ANALYST
Greenville, South Carolina

A Greenville, South Carolina based mortgage company and private money lender.

Real Estate Skills

- Expert at sourcing property investment deals via aggressive relationship building with brokers, owners, landlords, and investors.
- Ability to aggregate large amounts of data and information in order to form strategic opportunities within both macro and micro economic markets. Analyzed acquisition, disposition, and exit strategies on over one hundred thousand residential properties.
- Successfully created and implemented many property marketing plans in conjunction with monthly/quarterly/annual revenue reports, forecasts, and cash flow projections.
- Responsible for ensuring that properties are well-run, staff is constantly striving to improve the property operations, and ensuring that the properties' operations, visual appeal, functionality, and occupancy produce the best possible ROI.

- Project manager for the construction and renovation of multiple luxury single-family homes which included maintaining effective vendor relations while ensuring that vendors are insured and perform work at an acceptable level of quality according to law, contract, schedule and budget.
- Drive financial performance of property through an understanding of how operational decisions impact financial results as well as scheduling and supervising both general contractors and subcontractors.
- Consult with home purchase clients about current and future needs to help them achieve their financial/homeownership goals. This included and was not limited to analyzing applicant's financial status, credit, and property evaluations to determine preliminary home loan eligibility. Furthermore, roles included identifying and constructing loan solutions based on unique homeownership goals and pairing with underwriters of both institutional and private lenders.
- Successfully oversaw the interior finish and design for multiple residential projects totaling approximately one hundred and fifty thousand square feet. This included palette and textile selection, material and surface pairings, interior space utilization, furnishing and accessorizing, as well as property-staging for marketing and promotion to prospective buyers.
- Ability to effectively analyze the financial performance of hotels and resorts and

compare to planned performance while identifying variances and establishing a plan for corrective action.

- Coordinated tenant move-ins and move-outs, which included "walks-throughs" of both residential and commercial spaces with prospective tenants.

Business Skills

- Work with cross-functional partners to create/update internal MVPs as changes to products and features are introduced
- Experience working for established brands as well as growing start-ups into companies with regional and International breadth.
- Unconventional thinker, And ferocious innovator
- Hands on design and production knowledge across multiple channels from concept through completion.
- Ability to articulate and present creative ideas to a variety of audiences via quickly becoming a subject matter expert.

Digital Strategy Skills

- Nine years of website, logo, branding design, content creation, search engine optimization, B2B & B2C digital marketing strategy & development experience with an extensive digital portfolio demonstrating solutions for desktop, mobile, tablet and social channels.

- Served as creative lead on a multitude of projects over a seven year period. Established creative direction and tonality for given campaigns. Directs the overall creative vision by the oversight, coaching, and management of creative teams including copywriters, coders, photographers/videographers, voice-over artists/narrators, post production teams, social media personnel, graphic designers, and outbound marketing teams.
- Ability to strategize and execute both short and long term planning around innovational concepts for a broad spectrum of clientele. This would take into consideration such things as ensuring brand/identity consistency and cohesion across forward-facing content and messaging, as well as leveraging analytics to understand customer segmentation, campaign effectiveness, and response metrics.
- Explore and implement new media opportunities, high level concepts and strategies utilizing best practices as technology evolves, including trends, new broadcast channels, and new media using strong personal design aesthetic with high attention to detail and the ability to conceptualize and execute many different design styles to fit various genres and niche markets.
- Familiarity with HTML, HTML5, CSS, and other web scripting as well as eight years of hands-on experience with the WordPress CMS.
- Passion for producing excellent breakthrough creative solutions, turn assignments and briefs into mind-blowing ideas that motivate and engage audiences across multiple digital channels by creatively combining great layouts, stunning typography, cutting edge UX and trend-setting multimedia.