

VANN PIAZZA

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professional experience

Director of Marketing – John T. Evans Company [june 2010 – present]

- CRE Marketing: developed, created, and maintained marketing brochures, investment offering memorandums, loan request packages, email advertising campaigns, print advertising campaigns, social media campaigns, and online property listings across multiple listing services.
- Web Development: created and maintained the JTE website as well as the RARE Connection website including pages, content, property listings, and media.
- Exhibits: assisted with design, development, handling, and management of the JTE and RARE Connection exhibit booths for the ICSC RECon and Texas Dealmaking conferences.
- Research: provided broker support with demographics and other data collected from CoStar/Loopnet, Sites To Do Business, ESRI, MapRight, Retail Lease Trac, NTCOG, TXDOT, county CADs, and others.
- IT: functioned as an on-site assistant for general technical issue problem solving or assisting brokers with implementation of new services including cloud based file sharing, phone systems, backups, and more.

Founder, CTO, CMO – REVIVRR [november 2017 – present]

- Developed the CRE listing platform at revivrr.com including all eleven current subsets of property types. The site is growing daily and is still under development with new features and improvements.
- Created the overall brand image including logos, website, investment summary, pitch deck design, promotional materials, business cards, etc.

Project and Key Account Manager (KAM) – Panalpina [march 2009 – june 2010]

- Reviewed and scrutinized internal process flow for key accounts to correct issues, improve data integrity and cut costs by saving time.
- Developed and maintained client relationships by seeking out specific needs before ultimately working together with managers, third party vendors and the customers to secure continuing business.

Marketing and Sales Systems Specialist – Gulf Winds Intl. [may 2006 – march 2009]

- Conceptualized, designed and printed client-specific booklets for several fortune 500 companies
- Produced custom brochures, informational pamphlets, billboard designs, and e-mail banners
- Salesforce.com administration including setup, integration, development, staff training and support, data integrity monitoring and maintenance for eight users capturing internal metrics for sales leads, existing and new accounts, closed sales, and more.

Photographer and Graphic Designer – Independent Freelancer [june 2003 – present]

- Produced web sites, photography, videography, brochures, logos, commissioned artwork, brand books, business cards, and other visual media for a diverse client base to match their specific needs and company visions.
- Established strong personal relationships with clients by producing effective marketing campaigns and re-branding strategies to boost their local and online market presence. Clients include Porsche Plano, Ten50 BBQ, James M. Brown Partners, F3 Firearms, Spring Haven Investments, Victory Group, Malouf Interests, BDR Interests, and others.

proficiencies

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|------------------------------------|----------------------------------|----------------------------|
| • marketing & brand management | • market & demographic research | • web design & development |
| • aerial photography & videography | • UI development & enhancement | • professional photography |
| • composite photography | • social media marketing | • logo & identity design |
| • SEO optimization | • brochure design | • page layout & typography |
| • adobe creative suite | • general IT knowledge & support | • microsoft office suite |

education

Texas State University | san marcos. tx

- B.B.A. in Marketing from Southwest Texas State University
- Sales & Marketing Continuing Education Certification from Texas State University

portfolio & online resume

- hire.vannpiazza.com (click to visit)



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