



Stephanie Streeter

813.245.0139

Skills



Tools

Asana/Basecamp		iMovie	
Canva		Moz, RavenTools	
Google Analytics Solutions		MS Office	
GSuite Admin		Pages/Keynote/Numbers	
HTML/CSS		Photoshop	
Illustrator		Premier, After Effects	
InDesign		Wordpress	

Education

- Bachelor of Fine Arts, International Academy of Design & Technology

Certifications

- Google Analytics Certified
- MS Certified Office Specialist
- NCIDQ Cert. No. 24114

Organizations

- LeadingRE Marketing & Technology Advisory Council
- American Marketing Association

Featured In

- Florida Realtor Magazine, 2016
- Presenter, ENCON 2012
- Panelist, InmanConnect 2011
- Presenter, ENCON 2011

Recognitions

- Website Quality Certification, LeadingRE 2017
- Nominee - Best Visual Design, LeadingRE 2017
- #1 Map Search, RISMedia 2015
- Top 10 Real Estate Websites, RISMedia 2015
- Website Quality Certification, LeadingRE 2015
- 2nd place - Best Interactive Media, LeadingRE 2015

Experience

Director of Technology, Smith & Associates Real Estate

Tampa, FL | 2013 - present

Responsible for the creation, maintenance, and promotion of Smith's digital brand presence including multiple company websites, blog, social media, intranet, and all digital advertising efforts. Provide assistance to agents in developing their own online marketing strategies. Oversee the company's IT services, technology-related products, services, software and assets. Provide IT support and technology training for the company's 275+ real estate agents and 40 staff members throughout 5 Tampa Bay office locations.

CRM & ROI Manager, Active Website

Denver, CO | 2011-2013

Increased client adoption of existing product line by 56%, successfully launched new platform, implemented numerous system upgrades, improved documentation, increased client satisfaction through stabilization of product line and traveled nationwide providing consulting and training services on best practices in lead management.

Technology Manager, Smith & Associates Real Estate

Tampa, FL | 2007-2011

Oversight of all web & technology initiatives including lead management and social media presence. Managed deployment of new website, developed first set of branded e-mail campaigns, streamlined statistical reports, transitioned to paperless cloud environment, created and hosted educational programs.





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Testimonials & Recommendations

“ When I worked with Stephanie I found her to be the most knowledgeable and helpful individual I have encountered in the world of tech, lead generation, and lead management. She was also the best at explaining at any level of expertise how it all works together and how to improve the system. To this day she remains, in my mind, the one person with the most in depth knowledge of lead generation and CRM I have encountered anywhere.

-Betsy Myers, Coordinator, McEneaney Associates

“ Stephanie is a bright and creative mind in and beyond the field of technology. She is a highly respected resource in our company. She also possesses very effective communication skills in order to forward her ideas and knowledge to those less than tech minded!

-Nikki Phillips, VP, Smith & Associates

“ I have known Stephanie for several years and have always been impressed with her marketing skills, particularly as it relates to what she does online. I have been specifically impressed with her amazing work on the Smith & Associates website.. she was professional, focused, and so easy to work to work with.

-Jose Perez, Global Real Estate Executive

“ ...An absolute Rock Star! She is extremely motivated, professional, and intelligent, and is amazing with all of her technical gifts...

-John Skemp, Realtor, Smith & Associates

“ Stephanie was extremely responsive to our needs and very detail-oriented! She always had a positive, can-do attitude even though our work always seemed to be under tight deadlines. Stephanie is simply fantastic!

-David Howell, Exec.VP, McEneaney Associates

“ Stephanie is a tremendous asset... She has built a technology department that rivals all other Real Estate companies. Her knowledge and skills have given us the tools to take our business to the next level. She also has the ability to explain and teach technology tools, which is extremely valuable. In addition to her tech expertise, Stephanie is a caring, generous person who volunteers her time and artistic skills to our annual events with Big Brothers Big Sisters. She is an admired, trusted, and dedicated professional.

-Isabel Caruso, Realtor, Smith & Associates

“ Stephanie Streeter is such an asset to our firm, extremely proactive and progressive in technology. We are blessed to have her on our team!

-Dave Traynor, VP, Smith & Associates

“ ... I'd recommend her for any position... She is not afraid of the unknown. The unknown inspires her to be better - whether learning a new Excel code, taking a college course, or a new position in the company. She was always positive and working with her was a pleasure.

-Julia Finkbeiner, Associate Dir., Verizon Wireless

