

KELLY STAPLES

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OBJECTIVE: To take on new and meaningful challenges leveraging my experience in real estate development, strategic communications, new business development, project management, and interpersonal intelligence.

SKILL SUMMARY:

- Accomplished real estate development professional with project representations valuing over \$60 million.
- Real estate project development experience in urban infill, retail development, hospitality and resort properties.
- Over twenty years sales, marketing and public relations background with proven track record of exceeding goals.
- Marketing strategist creative in brand development, collateral and website design and production.
- Communications expert in writing documents, consultation, contract negotiations, liaison, and public speaking.
- Community, stakeholder and political relations professional savvy in interpersonal intelligence.
- Strategic leader with diverse project management experience building effective cross-functional teams.
- Motivated achiever with demonstrated versatility in solving complex issues, streamlining processes and reducing project costs with ability to respond to a dynamic environment.
- Master of details: organization, strategic planning, reconnaissance, budgeting, goal setting & tracking.
- Owned and operated a retail store negotiating leases, implementing marketing plan, and merchandising.

SOFTWARE PROFICIENCY:

- Skilled with Mac and Windows platforms using professional graphics, database, and Office Suite applications.
- Real Estate Proforma Modeling with Excel, trained by the Urban Land Institute.
- Technology background with ability to easily pick up new technology, troubleshoot and manipulate software.

PROFESSIONAL HISTORY:

10/05 – present **Public Relations, Marketing and Project Management Consultant**
Staples Real Estate Solutions – Vallejo, California

CONTRACT WORK:

- **Public Relations Project Consultant;** drafted management proposals, political outreach, American Recovery Act fund raising, and liaison with University of California for \$2.2 billion, two million square feet cancer treatment and research facility project – Touro University and Tour Mare Island, Vallejo, CA.
- **Real Estate Manager;** worked with developer and AmericInn Hotel franchisee on land acquisition, market and location analysis, marketing and pro-forma package to attract partners for three hotels, and worked with architect on entitlement and permitting - Bruce Allen Development, Hailey, ID.
- **Real Estate Manager;** developed residence including purchasing land, securing manufactured home complying with county regulations, designing site plan and septic/well plan, entitlement process, hiring subcontractors and working with power company to install services and foundation, B. Allen Construction
- **Project Coordinator;** built out commercial offices for Haas & Haynie Development based in Palo Alto, CA.
- **Presenter** for speaking engagements to Bay Area Realtors for American Lifestyle based in King of Prussia, PA.
- **Emcee** for Regent Investment Clubs, Folsom, CA.

10/06 – 11/07 **Assistant Development Director (hired as Director of Community Development)**

Triad Communities, L.P. – Vallejo, California

- Executed strategic planning for new urban infill development projects coordinating planning teams, conducting due diligence, feasibility studies and market trend analyses.
- Successfully negotiated renewal of property based improvement district (PBID) on behalf of master developer for the Downtown Vallejo redevelopment project in a public/private partnership with the City.
- Introduced two major projects to Triad and assisted in negotiations for potential joint venture agreements.
- Conducted in-house public relations responsible for political, city staff, business and community outreach.
- Facilitated retail development, placemaking and master leasing strategies.
- Wrote executive summaries, proposal packages and responses to RFQs.
- Directed marketing creative teams on collateral development, branding strategies, budgets and public relations.

- 4/04 – 5/05 **Licensed Realtor®, and Marketing Director for Copper Ridge Luxury Penthouses & Shops**
 Classic Realty and Sun Valley Group Real Estate Brokers – Ketchum, Idaho
- Marketing manager and listing agent for \$30 million mixed-use building coordinating with developer and staff, builder, subcontractors, architect, property management company and commercial leasing agents.
 - Launched onsite sales office for Copper Ridge, developed and managed marketing budget, designed website and signage, directed advertising, wrote press releases, promotional events, model staging and photography.
 - Acquired \$25 million in listing agreements within first two months of obtaining license and established strong presence in the marketplace through public relations.
- 8/98 – 8/03 **U.S. Northeast Regional Account Manager**
 Marketron International, Inc. – Hailey, Idaho
- Top revenue generator for five years as Regional Account Manager of leading broadcasting software company specializing in new business development
 - Corporate client relations specialist with C-level officers, management and company-wide personnel of major broadcasting corporations including ABC and Infinity (CBS), successfully completing six corporate rollouts.
 - Senior account manager setting the model technical presentation of an enterprise business solution.
 - Analyzed and consulted client deployment strategies, planned and oversaw implementations, managed problem resolution, insured installation success and quality training.
 - Reached 54% of new business goal for 2003 by April.
 - Sold 53% of new business in 2002 out of 5-region sales force and generated an increase of 21% revenues.
 - Produced 77% of new business and 43% of all software sales out of 5-region sales force in 2000.
- 3/97 - 10/97 **Business Development Consultant**
 Arrausing Sights & Sounds – Seattle, Washington
- Launched new low-voltage company producing all marketing collateral and implementing HR procedures.
 - Acquired the company's first home builder contract bringing in 70% of the annual revenues.
- 7/94 - 2/97 **National Sales and Marketing Executive**
 SeaBell Sportswear, Inc. – Redmond, Washington
- Reported to VP of Sales performing product presentations to retailer corporate national buying offices.
 - Liaison with licensing executives in the entertainment and sports industries including Disney, Warner Brothers, Universal Studios, NBA, and NHL leading to profitable new licensing contracts.
 - Marketing director developing strategies, conducting market research, and coordinating trade shows.
 - Designed and produced product catalogs, press releases and all related marketing collateral.

LICENSES/AFFILIATIONS/VOLUNTEER WORK:

Current

- Licensed Real Estate Broker in California
- Certified Build It Green Professional with experience in sustainable real estate development projects
- Member of the U.S. Green Building Council
- Block Watch Captain in Vallejo Heritage District

Former

- Chairperson of Communications Committee and Webmaster for the Heritage Neighborhood Council of Vallejo
- Vallejo Chamber of Commerce, active on Political Advocacy and Community Development Committees
- Urban Land Institute and International Council for Shopping Centers
- Board Member of Central Core Restoration Corporation, the Downtown Vallejo property owners association
- Property Based Improvement District Steering Committee, Vallejo, California
- Vallejo Code Enforcement Outreach Committee, Vallejo, California
- Weed & Seed Grant Funding Committee through Fighting Back Organization, Vallejo, California
- Percent for Arts Program Committee for the City of Vallejo, California
- American Red Cross volunteer for Katrina Hurricane victims, CPR/AED and First Aid Certified, Napa, California
- Realtor® member of National Association of Realtors and California Association of Realtors
- Realtor® with Idaho Association of Realtors and Sawtooth Board of Realtors, Blaine County, Idaho
- Secretary/Treasurer on Board of Directors, Trail Creek West Homeowners Association – Ketchum, Idaho

***References available upon request**