

Dear Hiring Manager,

I hope all is well with you.

I came across your post on Indeed for the Broker of Record/Managing Broker position in Alabama. I realize that it has been listed for a long time, and it may not be a position you are still looking to fill, but if you are I am very interested to learn more.

I am a licensed active Real Estate Broker in Tennessee & Alabama. I hold a broker level license in both states, and I am also interested in obtaining my broker license in Kentucky, Florida, and possibly North Carolina. I have successfully managed a real estate brokerage since 2019. I have been responsible for compliance, recruiting agents, training/mentoring agents, helping them reach their own production levels, and my own personal production.

If you look at my resume, you may wonder why I am reaching out to you with so much interest in working within the Automotive Business industry. Well, I grew up in two worlds, Cars and Real Estate. My very first 'paying' job was washing cars for my Dad and getting them ready for the line, I was 10. Some of my earliest memories are riding my big wheel and then my tricycle through the shop of my Dad's Dealership and then later assisting my Mom at her Open Houses and making sure the cookies didn't burn, so the house smells inviting and not like burnt dough.

Years later, when I was 'actually' of legal age to work, I worked part time at several auto auctions and racetracks, around the Nashville area during college. At the auctions, I did everything from marketing, running if's, representing dealers on the auction block, to ring'wo'man, at the sales. At the racetracks I drove the pace car, entered stats, and sold sponsorships.

So, if you are still looking or even if you're not looking at the moment and something in this cover letter has piqued your interest, I would love the opportunity to talk to you.

I have been wanting to turn my focus more towards commercial real estate for a couple of years now, but nothing has grabbed my attention as much as this opportunity with you.

Thank you in advance for your time and consideration.

Sincerely,

Billie

Billie Alberts

615-294-3156

billiealberts@gmail.com

BILLIE ALBERTS

A results-driven, dedicated, professional with extensive sales and marketing experience.

SUMMARY OF QUALIFICATIONS

- Multi State licensed Real Estate Broker
 - Over 20 years of professional experience in marketing and real estate
 - Track record for consistently meeting goals and delivering a high level of job performance.
 - Proven ability to build strong customer/client relationships.
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PROFESSIONAL EXPERIENCE

The Agency South

Owner & Multi State Broker of Record

01/2016-present

- Established real estate agent, consistently ranking in the top 10% of Tennessee Realtors®
- Mentors & Trains licensed Realtors®, with a successful track record for helping agents grow and maintain their business and a rewarding real estate career.
- Experienced marketing specialist and sought-after listing agent, with a proven ability to connect with buyers and provide expert guidance for both residential and commercial clients.
- Manages real estate brokerage, The Agency South, in Tennessee, Alabama, Kentucky, & Georgia
- Fosters and maintains client relationships, resulting in repeat business and future sales opportunities.

We Are Grit

Senior Marketing & Sales Director

5/2009-5/2018

- Cultivate and grow key accounts and client relationships. Serving as the primary liaison between staff, clients, and outsourced vendors.
- Developed and executed comprehensive online advertising strategies that generated significant returns for clients.
- Oversaw the design and ad creatives, converted high-converting sales funnels, wrote engaging ad copy.
- Conducted extensive audience research and testing to optimize ad targeting and placement.
- Placed pixels and optimized ads to improve conversion rates and reduce wasted ad spend.
- Provided hands-on support and reporting to ensure clients were kept informed of campaign progress.

Cumulus Media

Director of Marketing

4/2004-4/2009

- Planned, organized, and executed the fulfillment of all external media buys & advertising campaigns including TV, billboard, print, direct mail, and station participation in community events to insure the best possible marketing positioning for the second largest radio broadcasting company in the U.S.

- Coordinated all NTR (Non-Traditional Revenue) events. These events resulted in additional revenue earnings over \$500,000 annually.
- In charge of creating and maintaining annual marketing budget for all five Cumulus radio stations.
- Created and coordinated all marketing aspects for the radio station; venues, logistics of events, on-air and online promotions and scheduling of the Marketing and Promotions staff to insure successful station and client events.
- Organized and marketed 'Big Picture' events that were consistent with the radio audience that ensured success for clients. Example: JACK's First Show (ZZ Top), created sponsorship packages, in-charge of all pre-show on-air and 'on the streets' promotions, out of market station participation, pre-show concert, vendor/sponsor coordination, re-cap of all events
- Promotions Director for WWTN & WNFN, Cumulus Nashville radio stations from **2002-2004**

GREAT!, Inc.

Marketing Manager

3/2004-4/2006

- Managed the CMT Radio Network and sold promotional campaigns to multi-market radio clients and increased radio affiliates by 20% (121 affiliates total)
- Event planning, coordination, and execution of major U.S. events; Blue Man Group moves to the Venetian, CMT Music Awards 2006, Spike TV UFC 2, and Spike TV Video Game Awards
- Organized national sweepstakes CMT Treat Me Like a Country Star and CMT Scratch & Win Outlaw to increase client interest in the CMT Radio Network
- Talent Coordinator for artist appearances including negotiations, travel arrangements, venue coordination, and artist rider fulfillments.

EDUCATION

Bachelor of Science Degree - Middle Tennessee State University
Major: Integrated Studies, Minors: Marketing and Media

billiealberts@gmail.com (615) 294-3156