

ANDREA PRICE, MBA

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PROFESSIONAL SUMMARY

Results-driven professional with extensive experience in operations, marketing, and real estate portfolio management. Skilled in analyzing financial data, managing multi-property portfolios, and ensuring compliance with regulatory standards. Adept at developing data-driven strategies, improving business processes, and leading cross-functional teams to achieve organizational goals. Proven ability to streamline workflows, enhance customer service, and drive stakeholder engagement. Expertise includes market analysis, project management, and policy implementation. Strong background in training and mentoring teams, fostering collaboration, and maintaining high performance standards. Committed to delivering strategic solutions that support operational efficiency, financial integrity, and sustainable business growth across diverse environments.

CORE COMPETENCIES

- **Strategic Marketing and Brand Development:** Proven ability to design and execute creative marketing strategies across digital and traditional platforms, enhancing brand visibility and customer engagement.
- **Data-Driven Analysis and Market Insights:** Skilled in conducting cohort analysis, market research, and performance measurement to inform business decisions and optimize operational outcomes.
- **Effective Contract and Lease Management:** Demonstrated expertise in managing contracts, lease renewals, and tenant improvements while ensuring compliance with regulatory standards and operational policies.
- **Dynamic Training and Team Development:** Adept at leading training initiatives, fostering professional development, and promoting a high-performance culture focused on customer service excellence.

WORK HISTORY

Account Executive, 08/2023 – Current, U.S. Department of Housing and Urban Development – Atlanta, GA

- Advised senior management on strategic adjustments to business operations in response to shifting market conditions within the subsidized housing sector, driving improved portfolio performance.
- Managed a portfolio of over 100 subsidized housing properties, proactively identifying potential defaults and collaborating with ownership and mortgagees to develop corrective action plans.
- Conducted in-depth financial and operational analysis of housing projects, identifying fiscal strengths and vulnerabilities, unauthorized expenditures, and risks related to reserves, working capital, and cash flow.
- Reviewed and approved annual budgets, funding requests, and financial allocations for rent renewals, utility allowances, and escrow/trust/reserve accounts, ensuring compliance with program requirements.
- Resolved tenant concerns by collaborating with property management to implement remediation strategies, fostering positive tenant relationships and maintaining property compliance.
- Performed inspections and audits of high-risk properties to assess physical conditions and financial expenditures, ensuring adherence to contractual and regulatory obligations.

Marketing Manager, 12/2021 - 08/2023, Sylvan Homes – Atlanta, GA (Remote)

- Collected, analyzed, and interpreted client insights and analytics to support Sylvan Homes' marketing initiatives, enhancing key performance indicators and guiding representatives in understanding client behavior throughout the customer journey.
- Directed the end-to-end execution of the design pipeline, overseeing lead generation, opportunity assessment, campaign development, and roll-out to drive consistent and profitable branded growth.
- Collaborated with HR to develop targeted talent acquisition strategies, leveraging marketing tactics to identify and attract top-tier candidates, and provided detailed recruiting reports to support business operations.
- Fostered a culture of creativity and strategic thinking within the marketing team, encouraging innovation and calculated risk-taking to amplify brand visibility and uncover new market opportunities.

Operations Manager, 04/2020 - 12/2021, Encore Management – Peachtree Corners, GA

- Integrated AI leasing software into operational workflows, streamlining leasing processes and training new staff to maximize efficiency and leasing performance.
- Oversaw and executed multi-channel marketing initiatives—including SEO, PR, social media, branding, and print—while monitoring media coverage and leveraging data-driven analysis to optimize visibility and engagement.
- Assessed the feasibility and ROI of brand projects, aligning recommendations with company mission, brand strategy, and resource allocation to drive sustainable growth.
- Developed and implemented tactical recruiting plans to support marketing goals, enhancing internal processes and promoting operational best practices through effective project management.

Senior Leasing Manager, 04/2020 - 12/2021, Encore Management – Peachtree Corners, GA

- Promoted from Leasing Agent to Leasing & Marketing Manager, leading efforts to enhance leasing strategies and drive increased occupancy rates in alignment with investor interests.
- Oversaw data management for new acquisitions and property portfolios, developing and enforcing policies, SOPs, and best practices to ensure quality standards and optimize operational efficiency.
- Directed a team to maintain exceptional customer service standards across all resident interactions, fostering positive relationships and ensuring a high level of responsiveness and professionalism.
- Managed leasing activities for a commercial portfolio of over 100 units, handling inquiries related to coworking spaces and commercial initiatives to maximize occupancy and revenue.
- Trained and mentored licensed real estate agents on effective leasing sales techniques and compliance with current real estate laws, enhancing team competency and ensuring regulatory adherence.

EDUCATION & CERTIFICATIONS

- **Master of Business Administration (MBA), Leadership & Marketing,** Mercer University - Dec 2022
- **Bachelor of Business Administration (BBA), Marketing,** Georgia State University - May 2012
- **Licensed Real Estate Broker** with active licenses in Georgia, Florida, South Carolina, and Alabama, Broker in Charge - J & N Real Estate, LLC

TECHNICAL PROFICIENCIES

Salesforce | Entrata | Appfolio | OneSite | RealPages | Follow-Up Boss | Slack | Google Suite | Microsoft Office | Tableau | Monday.com | Hootsuite