

## Summary

Energetic, seasoned professional with over fifteen years of cross functional expertise in: Business Planning and Strategy, Organizational and Business Transformation, Product Development, Product Management, Marketing, and Sales.

Online: <http://SimonWarner.com>

## Experience

- Market Advantage Real Estate, LLC - Product Developer - 2004 - Present
  - Market Advantage Real Estate, LLC is a professional, residential real estate brokerage offering online mls search, consumer facing property research tools, and the highest standards of professional service. Work includes contributions to:
    - Developed residential real estate brokerage and effected licensure of entity in Maryland and Virginia allowing for representation of property owners and prospective purchasers in both jurisdictions.
    - Developed operational policies and procedures to effect necessary protections for the company, and its associates, as well as excellence in customer and client service.
    - Develop licensed sales team through training and mentoring programs generating consistent, positive experience for consumers in every transaction.
    - Developed marketing and networking systems to increase agent book of business resulting in individual agent sales exceeding of 30% of national average.
  - Market Advantage Real Estate - Develop Consumer Facing Web Site
  - Market Advantage Real Estate - Develop Professional Facing Recruitment Web Site
  - Market Advantage Real Estate - Develop Associate Facing Educational Portal Web Site
  - Market Advantage Real Estate - Develop Consumer Facing Geo-specific Marketing Sites:
 

Sterling, VA	Ashburn VA	Chantilly VA	Centerville VA
Reston VA	Leesburg VA	Herndon VA	Winchester VA
Falls Church VA	Mclean VA	Alexandria VA	Purcellville VA
Springfield VA	Round Hill VA	Vienna VA	Richmond VA
- Vast.com - Bus Dev Mgr - 2007 - 2009
  - Vast.com is a white label, vertical search, platform provider responsible for the build-out of real estate and/or automobile search platforms for Overstock.com, USAA, AOL, Zag, and other portals. Work includes contributions to:

- Development of original version of real estate product offering.
  - Developed product marketing and sales process to leverage user networks to leverage traffic and tools for revenue share.
  - Developed joint venture partner transaction and revenue reporting systems allowing site optimization of provider offerings and transparent of success.
  - Developed national network of brokerage service providers , and mls data coverage agreements, resulting in a broad data and service footprint with search and service in over 200 major metro markets.
  - Developed broker performance monitoring metrics allowing optimized flow of leads to top closing real estate brokerages.
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- Condo Domain - City VP - 2010 -2010
    - CondoDomain.com is a discount real estate brokerage leveraging micro-niche marketing, social media, and SEO techniques to generate significant internet traffic and to convert that traffic to closed real estate transactions. Work includes:
      - Developed lead management and reporting system allowing transparency of agent success ratings and optimization of local lead-flow.
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- Option 4, LLC - Product Developer - 2009 - 2011
    - Develop Word Press Platform Theme For Sales and Marketing
    - Option 4, LLC - Develop Proof of Concept Sites Ranking Though Use of Theme
    - Option 4, LLC - Develop Monitoring and Reporting For Search Engine Success
    - Option 4, LLC - Develop Coaching and Sales Team
    - Option 4, LLC - Develop SEO and Social Media Internet Marketing Training Program
    - Option 4, LLC - Develop Sales Channels For Training Program and Theme Sales
    - Option 4, LLC - Develop Sale and Deployment Systems For Themed, SEO'd Sites
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- eRealty.com (Web Based Real Estate Brokerage) - Associate - 2000 -2004
    - eRealty.com was the first real estate brokerage to develop a national footprint of online mls data and professional residential real estate brokerage service. Work includes contributions to:
      - Developed sales conversion process resulting significant and consistent conversions of web users to closed transactions.
      - Developed multiple relationships resulting in joint venture opportunities for company in title and settlement services.
      - Develop client retention processes responsible for multiple transaction relationships and higher referral rates.

## Professional Memberships

Project Management Institute (PMI)

## **Proficiencies**

### *Marketing Proficiencies:*

Targeted Keyword SEO Techniques, Social Media Marketing Experience (Competent user of Facebook, Twitter, Blogging, Wave, Plaxo, YouTube, Linked-In, Vimeo, etc), Silo and Triangular Link Systems, WordPress (including Theme, Plug-in, and Widget Integration), Video Development and Distribution, Article Marketing, Up-sell and Freemium Marketing Systems

### *Software Proficiencies:*

Base Camp, Google Docs, Wiki, MS Office (Word Excel, PPT, Publisher) Open Office (Calc, Base, Writer), FileZilla, iMovie, Jing, Garage Band, Web Browsers (including Firefox, Google Chrome, Explorer), CPanel, API integration, Web base Communication (including Chat, Skype, Go-To-Meeting)