

Jennie Restrepo

BRAND MANAGER, MARKETING SPECIALIST, BUSINESS DIRECTOR

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LOCATION Tampa, FL

SKILLS

brand development & management
website conceptualization, design,
QA & maintenance
content creation
video creation
copy writing
marketing strategy &
implementation
social media & digital marketing
partner development
event planning
training & seminar hosting
virtual & Zoom training
public speaking
media interviews
training & education
licensed real estate agent
intermediate Spanish

PORTFOLIO



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EDUCATION

University of South Florida
Magazine Journalism
1998-2001

EXPERIENCE

Director of Implementation

Overstreet Enterprises, April 2020 - present

- Develop, design, QA and strategize digital platform for start-up technology brand.
- Create and curate content for social media, digital copy, advertising campaigns and non-fiction novel.
- Manage and develop content for multiple social media channels including digital advertising campaigns.
- Represent brand via online video, radio interviews, Zoom training classes and podcasts.
- Conceptualize and create images, logos, videos and print support materials to drive awareness and customer engagement.

Director of Business Development

Insured Title and Synergy Title, August 2017 - March 2019

- Developed and implemented programs to grow client base and revenue streams through marketing, education, networking events and training sessions.
- Executed events and sales training including bi-monthly seminars and break-out training classes for up to 100 attendees.
- Managed and developed content for multiple social media channels to acquire new customers and engage repeat clients.
- Conceptualized, designed, implemented and trouble shot multiple website designs including creating proprietary online ordering system for company products.
- Launched rebranding campaign and new websites for 4 brands in one year.

REALTOR

- Drive real estate sales in target market of greater Tampa Bay. Grew real estate business 54% year over year in the second year of business with total sales of \$5.4 million.
- Managed million dollar Real Estate Owned properties sales account.
- Created Owing Tampa comprehensive brand strategy including logo, website, social media content, YouTube channel and strategy to sell not just homes but the experience of living in Tampa Bay.

Electronics Buyer

Home Shopping Network, December 2009 - December 2014

- Sourced and purchased home electronics for multi-million dollar Home Shopping Network live television sales.
- Consistently reinvented under-performing categories to achieve triple digit growth in one year.
- Curated online assortment to meet sales targets and customer trends.
- Monitored market and consumer trends to bring cutting-edge, high quality products to HSN.
- Trained on-air personalities to sell products and drive customer engagement.

Regional Sales Manager

philosophy, December 2003 - October 2008

- Managed \$4 million region of up to 40 accounts across multiple retailers in NC, GA and FL for international cosmetics brand.
- Represented brand as guest speaker in trade shows.
- Developed and implemented training and education materials. Designed, created and employed marketing strategies and materials to drive business and exceed goals.