

# Carla Channell

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## Summary

Highly Personable, polished, professional serving the luxury market in South Florida. Excellent in client relationships and service. Outgoing PR Ambassador with promotional Sales & Marketing background. Able to assist teams towards reaching their goals. Have Strong Established real estate broker & agent relationships from Estero to Marco Island.

## Professional Experience

**Clive Daniel Home** - Director of Realtor Relations 4/13 - 7/14

- Managed 2.5 Million/yr. Realtor Referral Program
- Created outreach to over 100 Real Estate, Development & Title Co. offices

**Mirasol at Coconut Point, Domain-Downing Frye, Bonita** 2013 -3/2013

Administrative Assistant during sell down of last units

**Kenneth D. Rowe, Contemporary Artist, Sculptor, Ft. Myers, FL** 2011-2012

Artist's Agent, Fine Art Marketing

- Secured contract in 8 weeks for Gallery Representation & display at Art Bazar
- Implemented marketing strategy for local market & expansion to Miami

**Premier Sotheby's International Realty, Naples, FL** 2007-2011

Rental Specialist / Luxury Rental Division

- Manage luxury rental properties & accounts
- Leasing & Listing of rental properties

Administrative Assistant / Community Specialist - Mercato

- Assist sales staff to secure contracts on 50% of total residential units
- Trained all new office staff, sales orientation for agents

**Broker Liaison, Community Public Relations Specialist** 2005-2007

Tuscany Reserve, WCI, Naples, FL

- Created regional marketing strategies to increase broker traffic
- Sales presentations on and off site for Brokers/agents meetings
- Coordinated small to medium size special events, golf clinics & tours

## Sales Associate

Bonita Bay Realty – Lutgert Tower Division, Bonita Springs, FL 2004-2005

- Promoted the launch of Azure, a new luxury high rise
- Preconstruction sales, contract reservations

## Sales Assistant

Trieste, The Seasons, The Estates at Bay Colony, WCI, Naples, FL 2003-2004

- Assisted sales staff in sell out of Trieste Luxury Tower in 2004

- Assisted special events for community partners and potential clients

## **Independent Promotional and Marketing Specialist**

1990-2003

### **Promotional Team**

Trinity Yachts/American Showboats, Miami & Ft. Lauderdale, FL

- Coordinated sales meetings for International Brokers with clients, Presentations of Interior Design Teams
- Marketing of largest luxury Yachts at show, hosted celebrity sales luncheons

### **Host for "Take-A-Look" TV Magazine Show**

Waterman Broadcasting, Ft. Myers, FL

- Interviewed Live numerous local businesses featuring luxury products
- Coordinated Sales & Film Scheduling

### **Director of Education**

John Robert Powers Studio, Naples, FL

- Presented Weekly Sales Seminars
- Developed curriculum for aspiring models / actors/ new talent

### **Education/Training**

- Real Estate Traffic Tracking Systems , CRM , RETA, Rental Program RNS, and MLS
- WCI Construction College – Homebuilding, WCI Sales Boot Camps I & II
- Moody Bible Institute, Chicago IL – Broadcast Communications Major
- Triton College, River Grove, IL – Graphic Art, Photography, Interior Design, Clothing Design, Art

### **Licenses**

Florida Real Estate Sales Associate License # SL3064144

Member of Naples Area Board of Realtors and

Women's Council of Realtors, Naples Chapter on the Gulf

### **Volunteer Participation**

Royal Palm Academy Naples - Golf Event Fund Raiser

Love That Dress Fundraiser Event - benefitting the Pace Center for Girls

Lion & Lamb Foundation - benefitting the needy in Lee/Collier County

St. Matthew's House Soup Kitchen - feeding the homeless in Lee/Collier