

TATIYANA HODGES

Upper Marlboro, MD | 301-537-2400 | tatiyanahodges@gmail.com

SUMMARY

Strategic, client-centric, and relationship-driven Leasing Agent, Licensed Realtor, and Digital Marketer recognized for 7+ years of experience across the real estate industry. Outstanding digital marketing and lead generation performance over 4+ years.

- Proven track record of providing exceptional customer service and fostering positive tenant relationships while multi-tasking and prioritizing leasing workflows in a fast-paced, deadline-driven, and results-oriented environment.
- Highly skilled at creating and posting compelling property listings, facilitating property tours, and managing lease agreements by leveraging property management software (Yardi), productivity tools (Microsoft Office), and knowledge of fair housing laws.
- Excels at communicating and collaborating with cross-functional teams to drive digital marketing strategies, including SEO lead generation and automation on YouTube, API integration, and website building, to enhance property visibility & increase sales.

SKILLS

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|----------------------|---------------------------|-----------------------|
| – Leasing Management | – Client Follow-up | – SEO Lead Generation |
| – Resident Services | – Yardi Software | – YouTube Automation |
| – Property Tours | – Fair Housing Compliance | – API Integration |
| – Lease Agreements | – Tenant Relations | – Website Building |
| – Occupancy Goals | – Digital Marketing | – Task Prioritization |

EXPERIENCE

Tatiyana R.E. Consulting

Digital Marketer

Upper Marlboro, MD

July 2020 – Present

- Owns a YouTube channel, [@NewHomesbyTatiyana](#), producing content that drives engagement, subscribers and sales.
- Designed and optimized landing pages and sales funnels, resulting in a **20%** increase in conversion rates and lead capture.
- Achieves high SEO rankings for targeted keywords, enhance online presence and attracts **30+** potential clients each month.
- Automated marketing process using API's streamlining workflows and reducing manual labor.
- Executes email marketing automation campaigns, boosting open rates by **20%** and driving traffic to new home communities.
- Develops and implements real estate marketing strategies, increasing lead generation and enhancing property visibility.
- Analyzes market trends and competitor activities to identify opportunities and develop targeted marketing initiatives.
- Collaborates with real estate agents to create customized marketing plans for new developments.
- Utilizes data analytics to measure campaign performance and make data-driven decisions for continuous improvement.
- Integrated CRM tools and property management software to manage and nurture leads, ensuring a seamless follow-up process.
- Enhanced website user experience through continuous optimization and A/B testing, leading to higher engagement.

Keller Williams Preferred Properties

Licensed Realtor

Mitchellville, MD

June 2017 – Present

- **3X PGCAR Real Estate Sales Award Winner** in 2021, 2022, and 2023 for generating over **\$15 million dollars** in sales volume.
- Reaches out to potential buyers and sellers, identifying and qualifying leads to generate new business opportunities.
- Matches clients with their ideal homes by closely understanding and addressing their specific wants and needs.
- Conducts market analyses to inform clients of current market conditions, helping them make informed decisions.
- Facilitates property showings, providing clients with information and addressing any concerns to ensure satisfaction.
- Negotiates purchase agreements and contracts, securing favorable terms and conditions for clients.
- Assists clients through the entire home buying or selling process, from initial consultation to closing on properties.
- Collaborates with a team of real estate professionals to develop and execute marketing strategies for property listings.
- Utilizes CRM software to track client interactions, ensuring timely follow-ups and maintaining strong client relationships.
- Creates and distributes marketing materials, including brochures and online listings, to promote properties.
- Stays up to date on real estate markets, including property values, features, and community amenities, to better serve clients.

Southern Management

Leasing Professional

Hyattsville, MD

October 2018 – October 2019

- Achieved an **80%** occupancy rates by leasing upcoming apartments to new residents, consistently exceeding targeted goals.
- Managed the leasing process from start to finish, including adding new residents to leases and removing current leaseholders.
- Utilized Yardi Lease Pad to follow up with prospects, schedule appointments, and lead property tours to drive conversion.
- Assisted the Property Manager with resident services as the sole Leasing Professional in the office.
- Scheduled and coordinated work order tickets for the maintenance team, ensuring timely resolution of resident issues.
- Created and processed notice to vacate documents, facilitating the scheduling of punch-out tickets for technicians.

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- Oversaw and executed all tasks related to leasing and resident services in the absence of the Property Manager.
- Conducted property inspections to ensure units were move-in ready, addressing any maintenance or cleanliness issues.
- Collaborated with the marketing team to promote available units, attract potential tenants, and increase occupancy rates.
- Managed accurate records of all leasing activities, ensuring compliance with fair housing laws and regulations.
- Trained and mentored new staff, sharing best practices and ensuring a consistent approach to leasing and resident services.

Jacque’s House of Beauty
Administrative Assistant

Gambrills, MD
March 2015 – January 2017

- Scheduled and managed hair appointments, optimizing the stylist's calendar to maximize client satisfaction & salon productivity.
- Processed customer invoices monthly, ensuring smooth financial transactions and maintaining accurate records.
- Assisted customers at checkout, handling payments in line with cash control policies while providing quality customer service.
- Supported hairstylists by preparing clients for services, shampooing hair, and maintaining a clean work environment.
- Tracked and managed the marketing budget, analyzing ROI to ensure effective resource allocation to maximize promotions.
- Maintained inventory of salon supplies, ensuring that all necessary products were available and restocked as needed.
- Created and maintained client records, including contact information and service history, to provide personalized service.

CREDENTIALS

Real Estate License State of MD, VA, GA, and DC	<i>2017 – Present</i>
Digital Marketing Course Careers	<i>2023 – Present</i>
Email Marketing ActiveCampaign	<i>2023 – Present</i>

VOLUNTEERISM

Volunteer/Organizer Capital Area Food Bank	<i>2016</i>
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ADDITIONAL INFORMATION

Technical Skills: Yardi, Microsoft Office Suite (Word, Excel, PowerPoint, Outlook), CRM Systems, WordPress, YouTube, Facebook, Instagram, Course Creation Software (Thinkific)