

## Professional Profile:

I'm passionate about bringing people together and creating positive change through real estate, marketing, and community work. I've led teams, built programs, and helped brands grow in ways that truly connect with people. What drives me is finding thoughtful, impactful solutions and being part of something that makes a difference.

## Core Competencies

- Leadership & Team Management
- Strategic Marketing & PR Campaigns
- Real Estate Asset Management & Leasing
- Nonprofit Program Development & Management
- Budgeting & Financial Management
- Branding & Digital Marketing
- Cross-Functional Collaboration
- Crisis Management & Conflict Resolution
- Stakeholder Relationship Building
- Market Research & Data Analysis

## Professional Experience

### PR & Marketing Manager

*11 Residential | Kirkland, WA | Aug 2021 – Dec 2024*

- Led multi-channel digital marketing strategies, increasing monthly revenue by 15% and resident renewals by 27% across 55+ properties.
- Managed website development and content optimization via RentCafe, enhancing engagement and conversion rates.
- Established brand consistency and positioning strategies, elevating community visibility and tenant retention.
- Implemented data-driven campaign performance analysis, improving marketing ROI by 25%.
- Partnered with executive leadership to develop long-term marketing strategies and audience engagement plans.

### Director of External Programs

*SafeHouse Outreach | Atlanta, GA | Jan 2019 – Nov 2021*

- Spearheaded nonprofit programs aimed at assisting homeless youth and adults, ensuring the delivery of essential services such as housing, healthcare, and employment resources.
- Developed and implemented targeted PR and marketing campaigns to increase volunteer participation by 40%, and donor engagement by 25%.
- Established strategic partnerships with local organizations, government entities, and stakeholders, fostering sustainable collaboration and program funding.

### Director of Multifamily Housing

*Investa Services/Rivermare Liquidation | Atlanta, GA | Aug 2015 – Oct 2018*

- Oversaw leasing, tenant relations, and property management for a portfolio of distressed multifamily properties, ensuring high occupancy rates.
- Developed asset repositioning strategies, improving property value by 25% through targeted renovations and leasing strategies. Monitored financial performance, including rent collections, expense management, and budget oversight, ensuring alignment with organizational goals.

## Executive Director of Marketing

Sign Guy Advertising | Atlanta, GA | Mar 2010 – Sep 2018

- Designed and invented the 7-foot, 3-panel billboard sign to promote small businesses and local advertising.
- Developed marketing initiatives aimed at helping individuals experiencing homelessness, providing them with employment opportunities and community reintegration support.
- Managed brand strategy, advertising sales, and campaign execution, ensuring business growth and sustainability.

## Director of Marketing

Toro Properties | Atlanta, GA | Aug 2009 – Oct 2014

- Led marketing strategy for 12+ multifamily properties, significantly increasing occupancy rates.
- Spearheaded comprehensive marketing material development, including high-converting brochures, flyers, and email campaigns.

## Education & Professional Affiliations:

American InterContinental University | Marketing & Fashion Design

- Google Analytics & SEO/SEM Strategy
- HubSpot Marketing Software / Yardi Rent Café
- Adobe Creative Suite / Canva Mastery / Final Cut Pro

## Marketing Committee Member

Washington Multi-Family Housing Association | Seattle, WA

## Key Achievements:

- Successfully reduced maintenance costs by 10% by implementing a more efficient scheduling system for repairs and preventative maintenance.
- Maintained 98% occupancy through effective leasing strategies and resident satisfaction efforts.
- Created a tenant education program that received positive feedback from over 75% of participants.

## Testimonials *(cited source)*

*I've worked alongside Josh in the housing sector for many years before having the great pleasure of reporting directly to him during my time at Safehouse Outreach. As my supervisor, he provided steadfast encouragement, guidance, and support for me to excel across every facet of my work to meet my goals. He was flexible and very human-centered, but always focused on the task at hand. I don't know that I've ever met a Senior Leader who could balance both the human and the hustle, the quantity and the quality of the work. His knowledge of the housing industry is extensive, which was a great asset as we resolved complex and urgent requests. I'd work with him again and highly recommend - 10 out of 10!*

**Ines Rodriguez**

Special Projects Coordinator, CARE

I highly recommend Josh to anyone looking for a compassionate and dedicated leader. As the director of an outreach program, Josh introduced me to the transformative power of serving others. He not only taught me how to care for people from all walks of life but also exemplified empathy and compassion in every interaction. Josh leads by example, inspiring those around him to rise to their potential. When I first started working alongside him, Josh always made time to mentor me personally. The lessons he imparted have shaped me into a stronger leader across multiple industries. His guidance has been invaluable, and to this day, I rely on his wisdom and support in both personal and professional matters. If you have the chance to work with Josh, you'll gain not only a skilled leader but also a true mentor who genuinely cares about the growth of those around him.

**Brandon Leavenworth**

Onward Search, Associate Recruiter