Keisha Marie Brooks

www.keishabrooks.com 386-453-0946 marie@keishabrooks.com

EDUCATION

*Bachelor of Arts in Criminal Justice Administration, Columbia College, Columbia MO 07/***2011**

SKILLS

- Highly Proficient in Microsoft Office,including Power-point and Excel
- Highly Proficient in Google Workspace,including Google Docs, and Google Slides.
    - Often use Google slide for presentations and slide shows.
- Highly Proficient in Canva for graphicdesign, logos, and flyers.
- Highly Proficient in the CRM of Aweber for creating daily, weekly,campaigns to send generated list.
    - Often use Aweber for landingpages that can get linked to a bitly link or their html.
    - Often use Aweber for sign upforms as well.
- Highly Proficient in Marketing on socialmedia and creating scheduled post.
- Highly Proficient in Web Design using GoDaddy and Wix, also have used WordPress.
    - Often use GoDaddy web designfor more of advertising a business, which can include payment links, and adding html.
    - Often use wix web design forbusiness that are selling a product of hourly service.
- Proficient in using Calendly for scheduling, and can be infused in awebsite as well.
- Highly Proficient in podcast editing using Audacity for sound and Anchor for broadcasting.
- Proficient in short video clips, by doing60 second voice or music over graphic using Headliner.

EXPERIENCE

ASSET MANAGMENT, LUXURY EXECUTIVE HOMES   ***01/2019-Current***

- Operate short-term rentals using vacation rental websites such as, Airbnb (Superhost), VRBO, and Lodgify efficiently.
- Set-up and organize the listings for each rental on the vacation websites.
- Use integration systems to operate the rentals efficiently to function 24/7 through a messaging tool known as Smartbnb, and Turnoverbnb for cleaners.
- Use security system monitoring for each rental, which helps to verify guests and prevent unwanted party-guests.
- Market to attract a certain type of guest to host, such as business travelers, and medical professionals.
- Used professional real estate photographer for marketing.
- Provide asset management to real-estate investors with a niche in rental properties, and provide a back-office workflow which included scheduling, and on-call guest services.
- Created logos and marketing tools using Canva to promote rental properties and generate more warm leads.

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SALES MANAGER, YOUTOPIA ENTERPRISES   *06/2012 – 10/2021*

- Perform administrative duties on a weekly bases, by receiving inbound and placing outbound calls to vendors and property management.
- Oversee financial statement, by maintaining a balance worksheet, and coordinating the budget, purchase and invoices with vendors including landscaping, HVAC, plumbing, general contractors and handy men. Circulated and maintained the rent roll, up rental portfolio.
- Created a rolodex of vendors for maintenance, marketing, and legal services.
- Prepared documents for the CPA annual review, such as, the receipts and the cash flow analysis.
- Use power-point and excel for presentation and show workflow analysis.
- Market on rental websites such as Zillow.
- Create marketing and advertisement using Canva and YouTube for virtual tours of properties.

CO-HOST AND MANAGER, REAL LIFE REAL EQUITY PODCAST   *08/2018-08/2020*

- Broadcasted podcast weekly by overseeing an editor, transcriber, and virtual assistant.
- Created a daily workflow and time blocked using Google Sheets for each team member to edit weekly of work complete.
- Used audacity for editing audio to upload into Anchor to broadcast into a dozen RSS feeds.
- Used Aweber to generate a weekly newsletter that included a summary of the weekly podcast, youtube video, featured advertisement of guests and or host, and weekly quote.
- Promoted our audience and new listeners to sign up for weekly newsletter by using bitly link that sync to a land page, and or promoted the podcast website.
- Created the podcast website using GoDaddy to promote Real Life Real Equity Podcast, latest features of the hosts, the podcast transcribed, and links to all social media pages of hosts.
- Guests features on podcast were, Dave Dee marketing guru, Gabriel Hamel, Rod Rhlief, G. Edward Griffin author of The Creature of Jekyll Island, and Erika Cobb one PHPs top insurance brokers.
- Guests features and leads were generated mostly from LinkedIn and work of mouth of other guests, and our network group.