INFINITELY STOKED PROPERTIES

# Vice President of Sales & Marketing

**Overview:**
The Vice President (VP) of Sales Marketing is responsible for developing and executing marketing strategies that drive property sales, attract investors, and identify optimal exit strategies—whether selling or converting properties into rental assets. This role requires a strategic thinker with expertise in digital marketing, real estate branding, and market analysis to maximize return on investment (ROI) for each property.

**Key Responsibilities:**

- **Strategic Marketing & Branding:** Develop and execute a data-driven marketing strategy that enhances brand visibility, builds investor confidence, and effectively markets properties for sale or rent.
- **Property Positioning & Market Analysis:** Analyze local real estate trends to determine whether a flipped property should be sold for maximum profit or retained as a rental for long-term cash flow.
- **Lead Generation & Sales Support:** Design and manage lead generation campaigns targeting potential buyers, investors, and renters through digital advertising, social media, and direct marketing.
- **Digital & Traditional Marketing:** Oversee multi-channel marketing campaigns, including real estate listing platforms, social media, email marketing, paid ads, and print materials to maximize exposure for each property.
- **Investor & Buyer Engagement:** Develop content and marketing materials to attract real estate investors, homebuyers, and renters, ensuring effective messaging that aligns with business goals.
- **Team Leadership & Development:** Lead and mentor a team of marketing professionals, real estate photographers, and content creators to drive engagement and property interest.
- **Budget & ROI Optimization:** Manage marketing budgets effectively, track key performance metrics, and adjust strategies to ensure the highest possible ROI for marketing spend.

- **Public Relations & Community Outreach:** Build relationships with real estate agents, brokers, and community partners to enhance brand credibility and attract buyers and renters.
- **Listing & Staging Strategies:** Work with in-house teams and external vendors to optimize staging, professional photography, and listing descriptions that highlight each property's unique selling points.

**Qualifications & Skills:**

- Bachelor's degree in Marketing, Business, Real Estate, or a related field (Master's preferred).
- 8+ years of experience in marketing leadership, preferably in real estate investing, house flipping, or property management.
- Strong understanding of real estate market trends, property valuation, and exit strategies.
- Experience with real estate listing platforms (e.g., Zillow, Realtor.com, MLS), CRM tools, and marketing automation software.
- Proven track record in digital marketing, paid media, and lead generation for real estate.
- Exceptional leadership, negotiation, and analytical skills.