

RICH WROBEL - MBA, MS

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PROFESSIONAL SUMMARY

Senior Marketing Leader with 10+ years of experience and a dual MBA/MS in Information Management, specializing in growth & retention strategies, digital transformation, and brand architecture. Expert in driving occupancy goals through integrated marketing plans, combining SEO/SEM, reputation management, and high-impact content creation. Proven track record of diagnosing underperforming assets and implementing a proprietary "Human-Centric Branding" framework to increase conversion rates and resident retention. A strategic cross-functional collaborator skilled in managing agency relationships, serving as a bridge between residential marketing and corporate communications to support PR, philanthropy, and employer branding.

TECHNICAL SKILLS & CORE COMPETENCIES

- **Strategic Leadership:** Brand Architecture, Relationship-Based Stewardship, Human-Centric Branding, Community Placemaking, Resident Experience (CX) Design, Corporate Social Responsibility (CSR), Public Relations.
- **Residential & CRM Ecosystems:** Yardi, RentCafe (Site Editor & CRM), Marketing IQ, RentCafe Reach, Google Business Profile (GBP), Salesforce CRM, ILS Management, Rentable Reputation Management.
- **Digital Marketing & Lead Generation:** SEO/SEM Strategy, PPC/Google Ads, Google Keyword Planner, Google Analytics (GA4), Asset Stabilization Metrics, Marketing ROI (MROI), Lead-to-Lease Conversion.
- **Project Management & Operations:** Agile, Asana, Kanban, MS Project, Trello, Click-Up AI, Zapier Automation, Knowledge Management.
- **Creative & Instructional Design:** Adobe Creative Cloud (Illustrator, After Effects, Photoshop, Premiere Pro), Canva, AP Style Copywriting, LMS (Blackboard/Canvas), Audio Production (Audacity).

PROFESSIONAL EXPERIENCE

NATIONAL MARKETING MANAGER

Landmark Realty, LLC | San Francisco / Kansas City Metro

2023 – January 2026

- **Architected the corporate rebranding campaign** "More Than a Home" framework to drive growth, retention, and firmly position the brand in fostering a relationship-based stewardship.
- **Large-Scale Project Management:** Directed a comprehensive rebranding strategy and execution for 36 property websites and marketing assets, managing the full project scope, timeline, and deliverables as mandated by corporate leadership.
- **Integrated Marketing & Brand Strategy:** Led the development and implementation of comprehensive integrated marketing plans for a national brand, aligning SEO/SEM, social media, and reputation efforts to drive occupancy goals and resident retention.
- **Cross-Functional Corporate Branding:** Partnered with the HR Manager to translate the brand platform into actionable corporate messaging; synchronized internal/external consistency for recruiting/employee spotlights, social media, and PR tie-ins.
- **Data-Driven Optimization:** Leveraged marketing analytics (SEO, PPC/Google Ads, and social media) to diagnose performance issues, optimize lead generation, and increase conversion rates through proactive campaign adjustments.

STRATEGIC PROJECT HIGHLIGHT: Proposed Multifamily Asset Stabilization & Community-First Framework

- **Asset Transformation & Brand Architecture:** Engineered a multi-phase integrated marketing plan to reposition a C-Grade, 1,000+ unit portfolio from "transactional/high-crime" to a "relationship-first" community model, targeting a 30-50% reduction in safety incidents.

- **CSR & Philanthropic Partnerships:** Spearheaded a Corporate Social Responsibility (CSR) framework by proposing partnering with local animal rescues & local law enforcement resource experts to drive positive community relations, earned media, and reputation growth.
- **Operational KPI Development:** Established data-minded metrics for success, including Net Promoter Scores (NPS), incident resolution times (<48 hours), and engagement-based occupancy goals.
- **Visible Placemaking & PR Tie-ins:** Conceived a 50-foot community mural and park activation project, coordinating resident committees and external artists to shift external market perception.

STRATEGIC MARKETING CONSULTANT

Rich Business Works - Owner | Olathe, KS

2021 – 2023

- **Market Positioning** (Alameda Technologies): Partnered with executive leadership to engineer ROI-focused marketing strategies; translated complex marketing analytics into actionable operational plans that secured high-growth market positioning.
- **Full-Stack Digital Development** (Vi Educational Consulting): Designed and launched a comprehensive multimedia web platform; managed all digital operations and content marketing to increase brand visibility and organizational reach.
- **Sales Enablement & Design** (Power Solar / Sunny Day Solar): Developed high-conversion sales tracks and pitch decks based on solar costs/pricing configurations using satellite-powered PV software; curated all digital and print collateral to streamline sales cycles.
- **Strategic Analysis:** Conducted deep-dive competitive market research and feasibility studies to provide executive-level presentations on asset stabilization and revenue growth opportunities.

ARTICULATION MARKETING MANAGER / STRATEGIC PARTNERSHIPS

University of Arkansas | Fayetteville, AR

2020 – 2020

- **Revitalized** dormant partner programs by developing an integrated digital infrastructure utilizing machine learning to analyze academic offerings and manage workflow information.
- **Managed vendor/partner relationships**, onboarding 26 institutional partners, and streamlining the communication pipeline to ensure brand compliance.
- **Integrated outreach plans** and established a strategic cadence for stakeholder collaboration and alignment.

BRAND OUTREACH & LEAD GENERATION REPRESENTATIVE

University of Arkansas | Fayetteville, AR

2018 – 2020

- **Market Growth & Conversion:** Outreach Specialist promoting brand awareness and lead generation for academic programs, achieving 116% of department goals, 30% conversion rate; utilized Salesforce CRM for tracking analytics.
- **Strategic Storytelling:** Delivered high-impact presentations to business, military, and civic “Centers of Influence,” framing the organization’s brand platform to forge new partnerships.
- **Content Strategy:** Designed and executed multimedia content and marketing collateral for the Military & Community Outreach Program, ensuring all messaging aligned with brand standards.

ASSISTANT PROFESSOR & FACULTY LEAD (MARKETING - ADVERTISING SME)

University of Arkansas | Fayetteville, AR

2014 – 2018

- **Coached and developed staff** on digital technologies and knowledge management systems, ensuring consistent adoption of CRM and marketing tools.
- **Chaired - The University “Faculty Relations Committee”.** Created an outreach partnership with Veterans Voices Writing Project & Magazine (VWVP) and led an editing team of volunteer faculty members.
- **Developed the content** and executed the instructional design in developing the E-Commerce, Management, Critical Thinking, Personal Finance undergrad and graduate level courses.

- **Created and executed the instructional design** in developing the E-Commerce, Management, Critical Thinking, Personal Finance courses. Led collegiate instruction in the subject matter of Marketing, E-Commerce, Advertising, Consumer Behavior, Entrepreneurship, Entrepreneurship Marketing, and Business Management.

EXECUTIVE DIRECTOR | BOARD MEMBER | BRAND STRATEGIST

Veterans Voices Writing Project (501c) and Magazine Publication

2018 – 2019

- **Operational & Digital Innovation:** Curated and collaborated with the Board & Writing Project Stakeholders to modernize the digital environment and strategic operational plans, driving innovation in internal processes and brand outreach.
- **Oversaw all content creation, publishing, and fundraising campaigns;** managed the marketing calendar and served as the lead editor for copy alignment.
- **Developed professional relations with local media,** community and philanthropic organizations resulting in improved communication, community service, and partnerships with Veteran & academically aligned organizations

EDUCATION

Master of Business Administration (MBA)

University of Arkansas - Grantham | Fayetteville, AR

Master of Science (MS) in Information Management Technology

University of Arkansas - Grantham | Fayetteville, AR

Bachelor of Science (BS) in Marketing & Business Administration

Emporia State University | Emporia, KS