

# Rene' Fadoul

## Director, Sales & Marketing

### CONTACT

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### PROFESSIONAL PROFILE

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History of orchestrating successful sales and marketing initiatives to achieve company's objectives and increase revenue. Delivering exceptional customer experiences through a consultative model with strong solution based strategies driven by analyzing metrics. A track record of up to 50% sales growth with 10 years of experience in various industries: Real estate, travel & tourism, hospitality, retail and nonprofit.



### PROFESSIONAL EXPERIENCE

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#### Sales Manager:

McWilliams Ballard, Alexandria, VA September 2017 – Present

- The Haven by Peterson Cos., National Harbor, fastest sales pace in D/M/V area with McWilliams Ballard
- Named "Best Residential Development" by Washington Business Journal April 2019
- Nominated for "Great American Living Award" GALA by NVBIA
- Sold and closed 70% of units in 18 months, with average of 10 to 12 sales per month.

#### Principal:

Fadoul Consulting, McLean VA Mar 2016 – August 2017

- Develop strategies for small businesses to create digital footprint, increase brand exposure and create multiple sources for lead generation
- Analyze SEO data from Google Analytics and AdWords to track webpage visits and click-through rate on newly launched website with increased traffic by 30%
- Leads and implements social media strategy across digital media platforms increasing customer engagement by 55%

#### Director of Membership & Corporate Partnership:

National Club Association, Washington, D.C. Aug 2015 – Feb 2016

- Analyzed data and created aggressive recruitment and retention strategies for trade association, increased membership revenue by 100%
- Created and implemented member engagement outreach program identified as "at risk" members, and improved retention rate from 89% to 92%
- Managed and monitored the Abila NetForum association management system, developed maintenance program for optimal accuracy
- Developed and executed sponsorship programs to support association events, meetings and conferences
- Achieved 100% sponsorship goals for annual conference and regional meetings
- Team lead for executing initial committee programming ideas to diver key member service for large-scale annual conference and regional quarterly meetings
- Collaborated to create integrated event marketing campaigns across variety of marketing vehicles to drive attendance, measure engagement and ROI

#### Full-Time Student Sept 2014 – Aug 2015

#### Director of Membership:

Tower Club, Tysons Corner, VA June 2013 – Aug 2014

- Identified and captured new membership opportunities
- Led sales and marketing initiatives to identify target markets through in depth research and analysis; developed strategies and tactics to reach sales goals
- Developed and nurtured strategic relationships with committee members resulted in increased referrals by 32%

## Full-Time Student June 2012 to June 2013

### Chief Business Development Officer:

Valletta Cruise Port, Malta EU Dec 2009 – Feb 2012

- Built company's long-term strategic plan to enter new market expanding sales by 22%; analyzed competitive landscape, created business model for aggressive growth expansion
- Created digital pitch deck and presented finding to C-level executives and stakeholder to secure \$2M for capital improvement financing
- Established and led new brand identity, which required sourcing, selection, negotiation, and management of a new advertising agency
- Managed the rebranding process, included renaming of company, created brand story, brand promise and brand guidelines to increase brand exposure by more than 50%
- Developed and executed marketing plans including press coverage, direct mail programs and advertising; leveraged online, television and print media to boost brand adoption by over 18%
- Led cross functional team and managed ad agency to create marketing tactics, budgets, creatives briefs, and promotional events for "Valletta Waterfront" destination with 22% increase in foot traffic
- Researched, identified and presented product expansion plans for private events revenue stream; executed strategies and tactics with 140% of increased sales in 12 months
- Achieved 100% of all sponsorship goals for annual trade show and regional European trade events

### Consultant

Worldwide Trading, LLC, Vienna, VA Jan 2008 - Dec 2009

- Led the brand reinvention and modernization for family owned retail business. Procured POS, inventory management system and sourced new vendors

### Sales and Marketing Manager

New Home Builders, Washington D.C. June 2003 - Dec 2008

- Worked with Centex, Drees Homes and Chase Communities various product lines; townhomes, SFH, adult communities and custom homes
- Cultivated and closed prospective buyers through the process for new home purchase
- Conducted active outreach program targeting agents and brokers to promote product awareness
- Prepared competitive research analysis, visited communities and identified market trends
- Led customers through complex financial requirements and estimated mortgage payment
- Scheduled and escorted customers through home construction inspection phases



## EDUCATION

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### Master of Science: Integrated Marketing Communication

West Virginia University 2016  
Reed School of Media GPA 4.0

### Bachelor of Science: Business Management

University of Maryland University College, cum laude, 2014



## SKILLS

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**Professional Skills:** HubSpot Inbound Certified, Google AdWords certified, Google Analytics, WordPress, CRM & CMS software, Microsoft Suite

**Personal Skills:** Strategic Planning, Interpersonal Communication, Research & Analysis, Data Analysis, Corporate Relationship Building, Collaborator, Event Management, Entrepreneurial Spirit