

# Marketing Director | Event Coordinator | Administrative Assistant

In the spirit of transparency, I will list my activities for each month and about how long it takes to accomplish each.

My Typical Day changes quite a bit every week - depending on the cycle of content to create, events, networking events (virtual or in person), and the requests of assistance from Admin

## Daily / Weekly / Monthly Tasks

Arrive 8:15-9am to office, goal is to have 5-6 straight hours with lunch around 2 and afternoon tasks afterward. Typical day finishes around 3-4 pm

- Check Emails (15 min to an hour)
  - Personal Mad Ones
  - General Information email for brokerage
- Check Facebook for notifications/ Engagement (15 min)
- Check Instagram for notifications (1 hour)
  - Each Day about 1 hour of organic engagement with current following and using hashtag discovery to find new accounts that should follow us
    - This tactic - along with consistent posting, gained us 204 followers
- (daily post) Posts to IG and FB on average are 3 posts a week (5 min to 30min)
  - These are 75% planned in advance the month prior (5-8 hours for batch creating)
    - Graphics created by me in Canva
    - Descriptions written
    - Scheduled with [Planoly](#) (also tracks our analytics)
    - Hashtags, user tags and location tags selected and added
  - Closings, announcements and updates make up the other 25% of posts
    - These are done “on the fly” as needed
- IG/ FB Stories posting (3-4 times a week) (5-30 min)
  - Either resharing the post of the day or documenting where we are eating locally, who we shop from locally, what events we are going to
  - Used as a business spotlight for others and ourselves
- Weekly post to Google my Business [ Friday ] (30 min)
  - Graphic creation
  - Description
  - Link added
- Daily Check-in with Mailchimp (15-30 min)
  - Email campaign success, stats and strategy
- Email Creation weekly (2-3 hours a week)
  - Created and scheduled weeks in advance
    - Meetings (avg 2-3 emails for each meeting)
    - Tenant email (1 per month)
    - Education emails or announcements (1-2 per month)
  - Graphics created (different size for each platform)

- Design for emails changes each month to help increase open rate and click rate
  - Email copy written
  - Links added
  - Test send to myself to proof
- Event planning - weekly check-in / Strategy / Planning (1-2 hours a week)
  - Months prior, coordinating speakers, topic
  - Check-ins with speaker in the weeks leading up to event
  - Menu planning AND cooking the days leading up to event
  - Taking live video during events
    - Posting these after event
  - [Log of attendees tracked](#) after each event
  - Attendees added to Mailchimp
  - First few meetings we had videographer
    - Coordinating editing of video
    - Posting to all social channels and YouTube
- Event content creation (3-4 hours a month)
  - Graphics created in coordination with speaker
  - Copy written for facebook posts, FB event description, instagram posts and GMB event posting
  - Emails created and scheduled
  - FB event created
  - GMB event Created
  - Link added to Linktree on Instagram and GMB event button
- Print Advertising (2-4 hours per month)
  - Sofia magazine print ad each month
  - Strategy, content creation and rounds of drafts happen the month prior (example -submission by 8th of November for December ad)
  - Coordinating with Trish for edits on Sofia side
  - Approving final drafts
- Looking at local events for opportunities (1-2 hours a week)
  - Chamber of commerce events
  - Virtual networking
- Staying on-top of local news [Xpress] (1-2 hours a week)
  - Reading the paper once a week, looking for opportunities, business connections, ideas for future newsletters and events
- Daily Admin help - VARIES (1-5 hours a week)
  - depending on what's going on with property management and coaching clients
    - Lease creation
    - [Paperwork creation for coaching](#)
    - [Creating and sending invoices](#)
    - Adding people to mailchimp
    - Changing Cozy settings, adding tenants to cozy
    - Tech assistance with email, PDFs, copying, software etc
- Meetings with potential clients/agents/connections (2-6 hours a week)

- Lunches, coffees, sit down meetings
- Follow up email afterward
- Networking Meetings (2-6 hours a month)
  - Avg of 1 event a month in addition to our meeting
    - Chamber of commerce before hours or after hours, sometimes BOTH :)
- Analytics tracking Monthly ( 2 hours)
  - 1st few days of each month
  - [Goes into running document](#)
- WEBSITE project (2-20 hours a week)
  - The timing of this has changed ALOT over the year, some months it's been hours of each day, right now it is bursts of content creation or feedback each week
  - IT's Included:
    - [Strategy and plan for site as a whole](#) (40 hours + easily)
    - [Keyword research and SEO plan](#) (30-40 hours +)
    - All new image strategy for rebranding (20+ hours)
      - 5 scheduled photo shoots, all different people, locations, types of shots needed including open house shoot
        - Open house required 2 emails via mailchimp with graphic creation, different photographer, menu planning and cooking
      - Initial comb through THOUSANDS of photos to select top 20-50 from each shoot
      - Sent to editor, coordinated styling of editing,
      - received and categorized into sections in Google Photos for website team to choose from
      - [used in monthly social media, emails, videos and upcoming website]
    - [Video strategy](#)
      - Topics for future videos hashed out
      - Initial videos for site planned
        - Scripts written
        - Coordinated 2 shoots for videos
        - Edited content
        - Had the audio edited
        - [currently with website builder for final editing]
    - Technology integrations
      - Researching which MLS feed works best for our needs [IDX]
      - Selection, connecting and customizing to our branding
        - Creation of 25 pre-made markets for website
          - New construction, condos, luxury homes, areas of town, neighborhoods etc
      - Researching which instant home valuation works best for our needs [iHomeFinder]
      - Selection, connecting and customizing to our branding

- Selecting and training on next CRM for company [IDX]
  - Email inbox created
    - General email for website [info@avllifestylerealty.com](mailto:info@avllifestylerealty.com)
- REBRAND - company project (40-60+ hours)
  - Rebrand launched August 1st
  - New Logo creation by me
  - Name research and selection
  - Domains researched and purchased
  - Change in handle on FB and IG
  - “About us” section changed on all platforms along with updated service descriptions
  - Change in business name on Google My Business
  - Change in Branding on all social media posts, emails, meeting info etc.
  - Templates for agent support (canva) re-created
  - Rebrand of You Tube Channel

## MISCELLANEOUS or ONE TIME tasks

- New Agent onboarding
  - Paperwork
  - Email
  - Training on software
  - Training on social media and marketing in general (ongoing)
  - Coordinating photo shoot
    - Business cards
      - Graphics created and coordinated with printer
    - Yard sign
      - Graphics created and coordinated with printer
  - Introduction post on FB/IG
  - Bio written for agent
- CRM elevate coordination
  - I spent hours and hours on this platform trying to make it work for us in the first months. Waste of time! Rubbish company and platform
- Swap and setup to Mailchimp for all email campaigns
- Swap and setup to Buffer for social media scheduling
  - 2 months later, upgraded and swapped to Planoly for media scheduling and MUCH happier with the result
- Agent Offerings project (20-30 hours)
  - Nailing down our commission breakdown
    - Research on other companies first - in person or online
    - Graphic created
  - Price of being an agent in asheville and at ALR
    - Research first
    - Graphic created

- Perks of being at ALR
  - Nailing down pricing for start-up package , monthly training and our offerings
  - Graphic created
- [Blog Strategy](#) & Outlines
  - Planning top blogs that would boost our SEO once site is up
  - Starting to look at top Keywords and phrases for each topic
  - Pulling together any and all info for the blogs to pass along to blog writer when we are ready

## ROLE AS COURTLAND BUILDING MANAGER

- Cleaning Cortland main spaces 1-2 times a month
  - Cleaning trash from bears! Picking up litter from yard and along sidewalk
- Checking cozy monthly for rent collection, staying on-top of lease lapses
- Coordinating tenant move-out
  - Cleaning
  - Writing up move out assessment
- Procuring new tenants (4 sets since may so far)
  - Taking images or tracking down images of apt
  - Posting to zillow
  - Answering emails and pre-screening tenants
  - Coordinating showings
  - Collecting applications & fees
  - Running background checks / looking into tenant reference, past landlords
  - Lease creation / addendum creation - coordinating with Traci and tenant for signatures
  - Security deposit and first month's rent collection
  - Cozy setup for recurring rent
  - Answering questions through the month from new tenants