

Sandy Pace

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WORK EXPERIENCE

BELVOIR REAL ESTATE GROUP HOUSTON, TX

OCTOBER 2020– PRESENT

Director of Marketing

Leading a team of marketing, graphic design, and brokerage support, I develop and direct Belvoir marketing program implementation. Alongside Belvoir's executive team, my efforts aim to grow Belvoir's brand, image and sales presence both in volume and geography as we head into ten years of operations and new markets.

OLDCASTLE APG, INC. ATLANTA, GA

JANUARY 2016 – OCTOBER 2020

Director of Marketing | *Products & Programs Training*

September 2019 – October 2020

By elevating Oldcastle APG's product and program training from what was once known as a one or two-day annual event to an overarching brand of training offered to all professionals within the hardscapes, landscape, and building industries, Belgard is able to execute on our top goal of educating and sharing thought leadership with our customers to help their business be more successful.

- Successfully rebranded the name of training for Oldcastle APG's branding of hardscapes. The strategy included tiering training types, new look and feel to branding and advertising, auditing of events for successful conversion to sales, and building the pool of trained customers from 3,000 to 4,500 annually.
- Expanded training from only live events to an online platform of live webinars, on-demand videos and PDFs, and built the curriculum for the organizations first learning management system
- Managed a team of 5 direct reports: 3 Regional Marketing Managers, 1 Events coordinator, 1 National Program manager and 1 National Content manager / videographer. Role included weekly client presentations, media relations, TV and radio interviews as spokesperson for Belgard.

Regional Marketing Manager

May 2017 – January 2020

Working as a regional liaison with the Oldcastle APG's national brand team, direct regional marketing efforts for a seven-state region across the southeast, driving both national and local business objectives through the planning, development, and execution of market-specific strategy and tactics.

- Successfully ran local marketing campaigns across a 7-state region targeting both B2B and B2C customers while reducing marketing costs by 10% YOY
- Partnered with Southern Living and HGTV brands to represent Belgard in annual Dream Home, Show Homes, and various media to homeowners
- Partnered with National leadership to rationalize 10% of SKUS YOY while launching new colors and product into market based on demographics and competition
- Implemented locally-focused social media marketing in each region that facilitated customer engagement on both B2B and B2C levels driving sales and event attendance up 20% YOY
- Managed a team of 10 direct reports / Sales Managers across the southeast region. Role included weekly client presentations, media relations, TV and radio interviews as spokesperson for Oldcastle.

National Marketing Manager | *Belgard Hardscapes*

January 2016 – May 2017

Manage all aspects of trade & consumer marketing, from development to execution of digital and traditional marketing initiatives. Partner with media vendors to develop a portfolio of sponsorships, advertorials, digital campaigns, and trade publication placements, and consumer advertising.

- Coordinated and executed Belgard exhibit and events at Hardscapes North America and International Builder Show for 2016 and 2017 successfully and under budget (\$15K and \$85K respectively).
- Supported the exhibition and sponsorship of the Philadelphia Flower Show, which generated 3K+ leads and has increased brand awareness in the North-Eastern market, resulting in 15% YoY market sales growth in the region.
- Introduced and manage new initiatives to drive digital brand awareness, including re-targeting, SEO, social media, and data driven digital advertising, as well as email and other web-based outreach (blog, videos, etc.) on both local & national level.

D.R. HORTON HOMEBUILDERS ATLANTA, GA

NOVEMBER 2013 – JANUARY 2016

Divisional Marketing Manager

Managed marketing and sales budget of \$1.2M, and team of 2 coordinators and 1 intern. Created branding and incentives for new products and sales campaigns. Led teams and partnered with sales leadership to develop buyer and agent incentives. Coordinated marketing and PR events, including ribbon-cutting ceremonies and new community openings.

- Guided development of buyer and agent incentives, including designing original content and branding for sales campaigns, that delivered 30%+ increase in YoY net sales.
- Provided the marketing, outreach, and engagement that facilitated a 40% YoY increase in community openings (33+ new Atlanta-area communities during tenure).
- Reduced marketing spending \$25K YoY while increasing marketing quality, project turnaround times, and campaign effectiveness by bringing key components of the marketing function in-house.
- Managed a team of 3 direct reports including a Marketing Coordinator, a buyer analyst and seasonal marketing intern

MOMENTUM KENNESAW, GA

JUNE 2012 – NOVEMBER 2013

Marketing Coordinator

Managed a portfolio of marketing, client engagement, and brand development initiatives. Oversaw digital marketing, including site maintenance and social media outreach. Coordinated 12+ annual, large scale events – Advisory Council meetings, domestic and international tradeshows, etc. – to engage clients, generate leads, and ensure product value and relevancy.

- Increased digital exposure 50%+ by in-housing site maintenance, developing a brand website, creating a cohesive social media content calendar, and implementing strategic, targeted content across all digital marketing platforms.
- Launched new brands through retail subsidiaries. Partnered with Leadership and Development teams across the entire brand development lifecycle, from logo creation to website build out, digital advertising, and lead generation.

YATES CONSTRUCTION CO. ATLANTA, GA

SEPTEMBER 2008 – JUNE 2012

Marketing Coordinator

May 2010 – June 2012

Partnered in securing a portfolio of new domestic and international projects by contributing to the design, content, and assembly of 150+ RFP responses. Developed and attended events to establish and maintain a presence with public and private sector clients, potential partner firms, and joint venture opportunities. Facilitated relationships between Yates' project executives and in-country stakeholders for international projects. Planned and executed numerous internal events.

- Developed the RFP response that secured the company's first post-recession hospitality project in Atlanta – a dual branded hotel in the heart of downtown – that represented the first active crane in the City of Atlanta since 2008.
- Collaborated in launching the company's International Division and created successful RFPs for a portfolio of new overseas projects, including 4 US Embassies, a new soccer stadium, and several hotel projects.
- Launched Atlanta Division's CRM / Data Asset Management tool (Cosential) serving as a library of not only current and prospective client data, but housing images and all information from past and present projects to quickly reference for Requests for Proposal and Qualifications

Marketing Assistant

September 2008 – May 2010

Collaborated with Estimating, Operations and project management teams to collect photography, project, personnel and other data necessary to build out Atlanta Division's portfolio of projects. While supporting assembly and delivery of responses to Requests for Proposal, leveraged professional partnerships with ULI, AIA and USGBC to host events and develop Atlanta based construction opportunities.

EDUCATION

Bachelor of Business Administration (2007)

Kennesaw State University | Kennesaw, GA

CERTIFICATIONS, TRAINING & SKILLS

- Adobe Creative Suite
- Microsoft Office
- NCMA (National Concrete & Masonry Association Certification) Certified Sales Tech
- Marketing Strategy
- ICPI (Interlocking Concrete Paver Institute) Certified Sales Tech
- LEED AP, SouthFace Energy Institute
- Client Presentations
- Events & Tradeshows
- Salesforce
- Customer Analytics