

MICHELE MAGINN

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PROFESSIONAL SUMMARY

Relationship-focused Marketing Professional with the goal of serving a first-class experience for both internal and external stakeholders. Deep passion for developing a culture built around collaboration, lifting others up, and motivating a team to share a collective vision. Effectively builds strong cross-functional partnerships to refine business processes, resulting in increased efficiency. Strong communicator with ability to develop personal connections with business partners. Adaptable to changing markets and shifting areas of focus. Eager to continuously expand my knowledge base and learn new products and systems.

EXPERIENCE

Celebrity Home Loans | Greenwood Village, CO

Sept 2019 – Feb 2023

Onboarding & Marketing Operations Manager

Responsible for creating and implementing marketing strategies for production team as well as developing brand, DayOne Mortgage Group. Facilitated all employee and branch onboarding, serving as team concierge between cross-functional departments. Nurtured culture by planning various team-building and charity events. Monitored and identified opportunities for production growth and cost savings. Consistently collaborated with team, including one direct report, to improve processes for increased customer success and satisfaction.

- Contributed to growth of team from 4 employees to 40, increasing total annual volume from \$25,000,000 to \$230,000,000 in our peak year.
- Account management of all marketing software for 24 Loan Originators, including creation/deployment of B2C and B2B marketing content through various digital channels.
- Provided training for team of 40 on various marketing & internal software applications, offering guidance on most effective utilization to stay top of mind and capitalize on production opportunities.
- Played integral role in Corporate Marketing Optimization Project focused on creating complete lead management system using automated campaigns/tasks, resulting in 60% increase in lead to application conversion.
- Project management: adoption/training of new SaaS programs, marketing material design, website development.
- Consistently reviewed CRM and industry software analytics to identify highest source of business and areas of opportunity, resulting in 5% increase in production volume per month.
- Oversaw development/management of social media content.
- Developed employee onboarding process (document collection, account set up, compliance requirements, policies & procedures acknowledgment) to ensure proper communication and management of timelines between cross-functional corporate departments (HR, Licensing, Facilities, Legal, Marketing, IT).
- Onboarded 6 branches/38 individuals with 100% Loan Originator retention.
- Tracked and reported monthly units/volume across region.

LeaderOne Financial | Greenwood Village, CO

July 2016 – Sept 2019

Marketing Specialist

Hired to pave the road for marketing role with intention of future growth. Identified various areas in need of creative improvement.

- Managed client/realtor database of over 800 contacts.
- Created client communication email templates & personal touch points throughout loan process.
- Increased brand awareness by driving client reviews from 50 to over 600.
- Contributed to development of Perfect Loan Process
- Produced/managed all marketing content (flyers, advertising & social media).

Pacific Union Real Estate | Orinda, CA

Mar 2005 – Sept 2010

Regional Marketing Manager

Responsible for marketing/advertising/PR, and quality control of marketing for regional offices. Provided training for staff, managers, and agents on all software applications.

- Managed marketing and advertising requests for apx. 120 agents, with 3 direct reports.
- Created/managed all advertising and marketing materials, including risk management and grammatical proofing of content (average 100 ads/month).
- Corresponded with 5-10 newspapers/magazines on a weekly basis to place and proof ads, as well as process all advertising invoices.
- Project management of Intranet development, listing presentation materials, direct mail marketing calendar, community events, promotional items, and new marketing technology initiatives.
- Supporting role in launch of new program software for direct mail marketing/brochures.

Pacific Union Real Estate | Orinda, CA

Jul 2003 – Mar 2005

Marketing Coordinator

Provide direct support and creative input with respect to advertisement and presentation materials. Developed marketing manuals for agents providing detailed instructions for marketing programs and advertising tools.

- Set standard for one-on-one service and max 24-hour turnaround on marketing orders for 55 agents (template-based flyers/postcards and ad requests).
- Managed on average 30 active listings on company website, and leading industry websites.
- Corresponded with up to 10 third party vendors to manage logistics, deadlines and accounting.

EDUCATION

University of Colorado, Boulder

August 1999 – May 2003

Bachelor of Science, Business Administration

Emphasis on Marketing and Human Resource Management

ENRICHMENT CERTIFICATIONS:

Human Resources Foundations – LinkedIn Learning

Account Management: Maintaining Relationships – LinkedIn Learning

CHARITABLE EVENTS

St. Jude Walk/Run

Managed promotional marketing campaigns for our fundraising goals. Raised over \$5,000 for childhood cancer research.

Annual Turkey Drive (2016 – 2022) - *Benefitting the Denver Rescue Mission*

Managed logistical planning and promotional marketing campaigns. 80-100 turkeys collected each year, in addition to various dry/canned goods and \$1,000 - \$1,500 in donations.

Annual Halloween Candy Drive (2017 – 2022) - *Benefitting Operation Gratitude and Soldiers Angels*

Managed logistical planning and promotional marketing campaigns. 700 – 1,000 pounds of candy collected each year for our troops and first responders.

SKILLS

Microsoft Excel, Microsoft Word, Microsoft Outlook, Google Platform, Jobvite, SaaS, Adobe Creative Suite, CRM software