

Mitch Levinson, MBA

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CAREER SUMMARY

- Executive Transformational Marketing, Revenue, and Operational Leader with 25+ years of experience in unconventional creativity, data, and leading-edge technology to deliver tailored services while driving high-percentage growth
- Manage budgets for 70 property locations spanning all marketing channels, including a budget valued at \$5M, while ensuring efficient allocation of resources for optimal ROI. Total revenue of roughly \$140-\$150M
- Responsible for leading 6 direct reports and 25 US and 25 global indirect reports in establishing a new agency within the organization, consolidating the Websites, Search Services, and Advertising units together into a single \$15M P&L
- Directed a team of 25 employees within the consulting agency, utilizing innovative technology to provide tailored services such as lead gen, lead capture/nurture, and strategy, assisting companies in gaining, maintaining, and sustaining market share, from startup to \$2M in annual agency services
- Built and launched the first blog for Equifax™ and ran content marketing on the blog for 5 years, proving the concept and taking it in-house to become a part of the company's core marketing function
- Directly responsible for increasing the annual revenue from \$780K to \$4M, 30% of the organization's revenue, greatly surpassing the assigned \$3.2 personal quota

CORE COMPETENCIES

- Strategic Planning & Execution
- P&L Management
- Real Estate, Construction, Financial Services, Healthcare, SaaS, and more
- Research & Analysis
- Cross-Functional Team Building & Leadership
- Project Management
- Lead Generation
- Content Marketing & Communication
- Social Media Strategies & Engagement
- Marketing Automation
- Digital Media Strategy
- SEO/SEM
- e-Commerce
- Branding & Ideation
- Multi-Million-Dollar Revenue Increases
- Operational and Organizational Leadership

PROFESSIONAL WORK EXPERIENCE

RESPROP MANAGEMENT – AUSTIN, TX

Vice President of Marketing

2023 – Current

- Directly oversee digital marketing efforts for more than 70 multifamily apartment communities throughout the United States, primarily brand, reputation and lead gen, and directing a team of 5 marketers and onsite teams at each property
- Manage budgets for all 70 property locations spanning all marketing channels, including a corporate advertising & marketing budget valued at \$5M, while ensuring efficient allocation of resources for optimal ROI. Total revenue of roughly \$140-\$150M
- Brought marketing services inhouse, which created \$85k in revenue in three months, and an improved portfolio reputation from 3.2 to 3.9 in four months
- Rewrote entire marketing policy manual and standard operating procedures to streamline marketing tactics for operators

BUILDER HOMESITE, INC. (THE BDX) – AUSTIN, TX

VP Agency Solutions

2021 – 2022

- Responsible for leading 6 direct reports and 25 US and 25 global indirect reports in establishing a new agency within the organization, consolidating the Websites, Search Services, and Digital Advertising into a single \$10M - \$15M P&L
- Established a focus on the website development timeline, including tracking the process and identifying steps taken when a roadblock occurs, leveraging the data to streamline the process as well as implementing a weekly global meeting, resulting in an immediate positive increase in development times and elimination of \$350K in waste within the first 90-days
- Oversaw the negotiation and signed a \$400K new revenue contract, becoming the digital agency of record for a new vertical within the first 90 days
- Secured and signed 10 new clients to build custom websites, taking the new business unit from -106% unprofitable to 16% profitable within the first 180 days
- Directed a global team of 25 developers in India, Costa Rica, and the US, implementing an initiative to stabilize the high-knowledge turnover environment

CREATIVE SIZZLE (FORMERLY MARKETING RELEVANCE) – ARLINGTON HEIGHTS, IL

President

2001 – 2021

- Directed a team of 25 employees within the digital consulting agency, utilizing innovative technology to provide tailored services such as lead generation, lead capture, and strategy, assisting companies in gaining, maintaining, and sustaining market share
- Responsible for leading the multi-functional team in end-to-end brand strategies, enhancing creativity and conceptual thinking, design execution for new and emerging digital channels, tactics, and strategic media for each client
- Assisted a vast array of businesses from small businesses to Fortune 500 companies
- Focused on the target audience to consistently achieve 6X the national average for lead gen and operational efficiency
- Acquired by The Builder Homesite in 2022

MARKETING RELEVANCE (REBRANDED IN 2020 TO CREATIVE SIZZLE)

- Oversaw the management of a team of 25 direct reports, including full-time, part-time, and freelancers, utilizing websites, graphic design, social media, marketing strategy, and more to achieve strategic marketing goals
- Built and launched the first blog for Equifax™ and ran content marketing on the blog for 5 years, proving the concept and taking it in-house to become a part of the company's core marketing function
- Responsible for the development of a \$1M website, supporting the 4 homebuilding and 3 financial services brands operating in 10 states
- Directed integrated communications and emerging technology programs, coordinated audience-focused value propositions across all channels, and identified the target customer, establishing a strategic focus to achieve organizational growth
- Analyzed emerging strategies to identify and utilize innovative commercial and competitively distinct approaches, combining traditional marketing and experience areas to gain a competitive advantage
- Performed as the in-house Director of Marketing and CRM for Technical Olympic USA for 2 years, supporting the growth of the designer, builder, and seller of detached, single-family homes, townhomes, and condominiums
- Adopted and implemented CRM and facilitated training throughout the organization's distributed salesforce, resulting in a 15% increase in direct sales
- Launched the internet strategy and CRM applications, including complete deployment cycle, custom development, and out-of-the-box-solutions, minimizing mistakes and generating a 3% cost savings
- Began as a web developer/seo-er and ultimately promoted to President

ADDITIONAL EXPERIENCE

HOMESTORE / MOVE.COM – ATLANTA, GA

National Consultant

- Led an indirect team of 20 individual market consultants and maintained a \$5M top-line budget, focusing on selling sizeable national building companies' professional website and technology services
- Secured contracts and implemented the first 9-builders with the XML data transfer, providing the ability to transfer data, format documents, create layouts, and more
- Directly responsible for increasing the annual revenue from \$780K to \$4M, 30% of the organization's revenue, greatly surpassing the assigned \$3.2 personal quota

Division Sales Manager, Atlanta Market

- Contracted over 80 home builders throughout Georgia and North Carolina, including the 6th, 26th, 46th, and 65th largest homebuilding companies within the US
- Responsible for expanding regional sales, driving the annual market revenue from \$60K to \$780K in the first 9-months

EDUCATION

GEORGIA STATE UNIVERSITY – MBA, COMPUTER INFORMATION TECHNOLOGY AND E-COMMERCE

UNIVERSITY OF ILLINOIS – BA, PHILOSOPHY

PUBLICATIONS

CO-AUTHOR: INSTITUTE OF RESIDENTIAL MARKETING (2017 NAHB) IRM 1 AND 2

INTERNET MARKETING: THE KEY TO INCREASED HOME SALES (2012 NAHB)

PROFESSIONAL & COMMUNITY INVOLVEMENT

BUFFALO GROVE HIGH SCHOOL ENTREPRENEUR PROGRAM MENTOR (2017-2021)

DECA JUDGE (2019-2021) | DeVry University Adjunct Professor (2015)