

OBJECTIVE **MARKETING/ADVERTISING** | Desire to be part of a team with a common goal of creating awareness, promoting a brand or generating sales for a product or business; accomplishing this through traditional media outlets while maintaining a broad-minded perspective to new mediums.

EDUCATION **INDIANA UNIVERSITY | KELLEY SCHOOL OF BUSINESS | BLOOMINGTON, IN**
Major: **BUSINESS, MARKETING** | Minor: **TELECOMMUNICATIONS** May 2004, GPA 3.0/4.0

SKILLS & ABILITIES Adobe Photoshop, Illustrator and Acrobat- Created multiple newsletters/ flyers for organizations and groups.
Excel- Experienced at importing, exporting, formatting, calculating and printing a variety of data.
PowerPoint-Created several professional presentations for use in educational and sales seminars. .
ACT! CRM Software-Created new databases and generated direct mail and email campaigns through batch processing.
MySQL Database Servers-Have imported/exported and worked with MySQL data. Moderately knowledgeable.
Adobe Dreamweaver- Individually created website CraigHaines.com with use of Dreamweaver. Moderately Experienced.

EXPERIENCE **REAL ESTATE INVESTING, SALES**

[08/2006 - Current] Southwest Florida/Columbus, OH

Obtained Florida Real Estate license to generate more sales and exposure compared to 'for sale by owner' alone. Activated Realtor license under Amerivest Realty as an independent associate, which sales efforts have included bulk mailings of letters and personally created postcards. Effective strategies leading to sales have included analyzing tax roll data and targeting owners that have recently acquired multiple similar properties; and targeting participants at county tax deed sales bidding on vacant lots.

EVENT MARKETING & TAX CONSULTANT, 1031 TAX FREE STRATEGIES-ADVANTA IRA

[05/2005 - 01/2007] Fort Myers, FL

Through formal presentations, seminars and round table discussions; educated Realtors, CPA's and attorneys about tax deferred exchanges and self-directed IRAs. Presented advertising idea to owner which eventually led to over 40 clients allowing our company to display real estate signs on their vacant investment properties. As a licensed Realtor, I had access to local pending/recent transactions; I realized by importing this data into Excel I could sort this data for 1031 prospects and email their Realtor directly. I later streamlined this by batch processing and exporting data into an email template.

VALENCIA CONDO ASSOC BOARD MEMBER, COMMUNICATIONS MANAGER

[03/2008 - 01/2011] Fort Myers, FL

Helped solve communication difficulties from 40% of condo owners being part-time residents, by implementing community website that provided password protected access to monthly meeting minutes, condo financials and budgets, resident bylaw updates and much more.

REAL ESTATE INVESTING, ACQUIRING PROPERTY

[11/2004 - 03/2010] Southwest Florida

Leading up to the real estate boom, in 2004 moved to S.W. Florida; through self-research primarily from public tax roll information, determined potentially strong growth subdivisions, compiled database of vacant lot owners within these communities. By merging database with WhitePages.com, I contacted owners directly by phone, ultimately acquiring properties for less than market value most efficiently during climate of rapidly increasing property values.

UBS FINANCIAL SERVICES

[05/2003 - 08/2003] Columbus, OH

Marketing Internship- Provided UBS with valuable marketing and sales leads through personal phone contacts. Successfully convinced over 25 prospective clients to receive further information on UBS and meet with a UBS financial advisor.

INVOLVEMENT **BIG BROTHERS, BIG SISTERS, MENTOR**

[07/2005 - 03/2011] Southwest Florida

Regularly met one to two Sundays a month with little brother. Through different activities made an effort to have fun, while being a positive role model and supporter of his goals.

GREEK INTRAMURAL CHAIRPERSON

[08/2002 - 01/2003] Indiana University

Phi Gamma Delta Representative - Responsible for coordinating schedules for over 20 sporting events; each sport required four teams, of which I would create and account for their attendance. Out of 36 fraternities, Phi Gamma Delta finished Greek Campus Runner-up 2001.

UPPER ARLINGTON HIGH SCHOOL, CLASS VICE PRESIDENT

[08/1996 - 06/2000] Columbus, OH

Elected by peers to 4 consecutive terms to coordinate and plan various school events with faculty and other student leaders.