

SHERRY RANDALL, CAPS, CAM

ACCOMPLISHMENTS

Accomplished Regional Property Manager with formal education in Management, Marketing, and Computer Information Systems. Exceptional interpersonal skills and an appreciation for providing first-rate customer service to residents, vendors, associates, and team members. Successful in overall operations with an in-depth knowledge of operations, leasing, finance, marketing, maintenance management and customer service. A motivational servant-leader with strong analytical, organizational and problem-solving skills, committed to the highest levels of ethical, professional and personal excellence. Seeking a position with a company who shares my core values of Excellence, Integrity, Teamwork, Creativity, Innovation, and Respect.

SKILLS & ABILITIES

- Proficient in the use of Property Management software – Yardi Voyager, MRI, Entrata, OneSite, Resman, AppFolio
- Proficient in the use of Property Management tools – Blue Moon, Nexus, Elevate, MarketPlace, AvidXchange, LRO (Revenue Management System), Rent Café/CRM, Knock, ILM
- Proficient in the use of Microsoft Office software (received certifications scoring 98%) – Word, Excel, PowerPoint, Project, Outlook
- Proficient in the use of graphic design/website software – Adobe Photoshop, InDesign, Illustrator, WordPress, Dreamweaver, Flash, Corel Photo-Paint Plus, Desktop Publisher

EXPERTISE

- Experienced in Student housing, Conventional housing, Lease-Ups, Townhomes, Single-Family Homes, Condominiums, Tax Credit, Section 8, new construction, and rehabs.
- Prepared and monitored annual budgets, goals, and objectives.
- Evaluated properties' rental revenue performance against financial objectives and worked with management to address variances. Executed pricing strategies to enhance revenue.
- Ongoing review of new lease and renewal parameters, amenity values, lease terms, competitor data, and other operational parameters.
- Managed full profit and loss accountability for capital improvement projects involving scheduling, cash flow analysis, purchasing, contractor negotiations, and professional relations.
- Human Resource Management: able to recruit, assign, train, motivate, develop, and evaluate management and support staff.
- Preventative maintenance and maintenance management.
- Market analysis, competitive analysis of rate structures, and completion of marketing plans and business plans. Conducted competitor property and submarket analysis including "shopping" the competition.
- Developed digital and traditional marketing campaigns across multiple platforms, spearheaded efforts to increase SEO visibility, brand management including sales collateral, promotional items, and website Instagram, Pinterest, Twitter, Google+ and other platforms, create content for internal and external communications tied to newsletters, event coordination, networking events, speaker forums, and trade shows.
- Designed and created marketing collateral – brochures, flyers, floor plans, site maps, websites, direct mailers, email blasts, product catalogs, website landing pages, online surveys, signage, online banner ads, and magazine ads and other print advertisements.

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- Educated in Fair Housing laws, ADA regulations and application, OSHA & EPA requirements, accustomed to working with government agencies and associated regulations.
 - Knowledgeable on the Housing Choice Voucher Program (Section 8) that is managed by the U.S. Department of Housing and Urban Development.
 - Experienced with a LURA and other regulatory agreements (HAP contracts) that restrict rent and/or income.

PROFESSIONAL EXPERIENCE

REGIONAL PROPERTY MANAGER (DALLAS DIVISION), TBD MANAGEMENT

MAR 2022 – PRESENT

Portfolio consisted of 468 BTR single family homes and townhomes in Dallas, TX.
179 homes in Forney, TX.
280 homes in Denton, TX.
9 scattered homes in Dallas, Rowlett, DeSoto, Mesquite, and Forney, TX.

COMMUNITY MANAGER, NORTHLAND INVESTMENT CORPORATION

DEC 2019 – DEC 2021

Managed 1,072-unit Conventional apartment community in Austin, TX.

REGIONAL PROPERTY MANAGER, CSC MANAGEMENT

SEP 2017 – DEC 2019

Portfolio consisted of 1,252 units in Austin, TX and Houston, TX.
5 Conventional properties, 111 units in Houston, TX.
5 Conventional properties, 920 units in Austin, TX.
7 Student properties, 221 units in Austin, TX.

REGIONAL PROPERTY MANAGER, FAIRFIELD PROPERTY MANAGEMENT

AUG 2013 – SEP 2017

Portfolio consisted of 1,640 units in Shreveport, LA, Bossier City, LA, and Longview, TX.
6 Conventional properties, 1,260 units in Shreveport, LA.
1 Conventional property, 280 units in Bossier City, LA.
1 Section 8 and Tax Credit property, 100 units in Longview, TX.
Managed 240 of the 1,640 units concurrently.

MARKETING MANAGER / GRAPHICS DESIGNER, ALLSPORT DYNAMICS

OCT 2007 – AUG 2013

Designed and maintained company medical and retail websites and all graphic design related to print media and artwork for company products.

SENIOR MULTI-SITE PROPERTY MANAGER, EPT MANAGEMENT

DEC 2001 – OCT 2007

Managed 204-unit Student/Conventional apartment community in Austin, TX.
Managed 289-unit Conventional apartment community in Shreveport, LA.
Managed 259-unit Student apartment community in Nacogdoches, TX.

COMMUNITY MANAGER, WOODFOREST APARTMENTS

MAR 1991 – JUN 1997

Managed 152-unit Student apartment community in Nacogdoches, TX.

EDUCATION

STEPHEN F. AUSTIN STATE UNIVERSITY, NACOGDOCHES, TX

1997 – 2001

Bachelor of Business Administration Degree in Management

Bachelor of Business Administration Degree in Computer Information Systems

Minor in Marketing
Overall G.P.A. 3.7 (4.0 scale)

ACCREDITATIONS

NATIONAL APARTMENT ASSOCIATION EDUCATION INSTITUTION

2016 - Present

Designated a Certified Apartment Portfolio Supervisor (CAPS) Received score of 98%

NATIONAL APARTMENT ACCREDITATION BOARD OF THE NATIONAL APARTMENT ASSOCIATION

1991 - Present

Designated a Certified Apartment Manager (CAM) Received score of 96%

INTERNATIONAL ASSOCIATION FOR CONTINUING EDUCATION AND TRAINING

2016 – Certificates of Course Completion

Microsoft Excel – Received score of 98%

Microsoft Word – Received score of 98%

Microsoft Outlook – Received score of 99%

Microsoft PowerPoint – Received score of 97%

REFERENCES

References Available Upon Request.