

LIZ OVERSTREET

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STRENGTHS & EXPERTISE

Certified Professional Coach	Project Leadership	Adobe Suite (20+ yrs.)	Vendor Management
INELDA Trained End-of-Life Doula	Proposal Management	Copywriting	Customer Management
Strong Communication Skills	Research & Analysis	Email Marketing	Training Facilitation
Active Listener	Commercial Real Estate	Graphic Design	ZoomInfo
Relationship Management	Lease Management	Website Production	Salesforce
Effective Collaborator	CoStar Search/Reports	Microsoft Office	QuickBooks

PROFESSIONAL BACKGROUND

Transaction Manager

Capacity Commercial Group, Vancouver, Washington

2010 – Present

- Worked with SVP and Finance Director to establish Property Management Division in 2020
- Setup and manage Washington Branch, including transaction mgt for Washington deals since 2020
- Sourced talent for multiple positions saving the company over \$200K
- Trained staff on programs and procedures
- Research various markets, summarized reports, lease scenarios and abstracts
- Initiated and managed impactful email marketing
- Produced multiple websites and marketing materials: ads, brochures, site posters, press releases
- Helped set up AvidXchange and Yardi; worked with vendors and accounts payable

Skills: *Research & Analytics · Adobe Creative Suite · Marketing · Design · Writing · Editing · Web Content Creation
Talent Outreach · CRE Transactions · RFP/Proposal Mgt. · ZoomInfo · Mailchimp · Constant Contact · Realcore*

Marketing/Operations Manager - *Envoy Relationship Marketing, Portland, Oregon*

2014 – 2020 (*Sales/Outreach business created by my boss – the work overlapped)

- Managed email marketing from strategy to execution in alignment with sales team
- Maintained QuickBooks and produced company financial reports
- Compiled internal monthly sales reports
- Researched list creation for internal and external projects

Skills: *Bookkeeping · Vendor Mgt · Documentation · Bus Dev · Research · D&B Hoovers · Email Marketing*

Marketing Director - *Pre-Employ, Redding, California*

2009 – 2010

- Managed team, recruited and hired marketing staff and outside contractors
- Oversaw drip and closed loop marketing projects
- Directed segmented email campaigns with A/B testing
- Managed successful email and direct marketing initiatives, driving higher traffic and sales
- Coordinated sales demos and sourced webinar speakers for lead generation
- Reviewed and approved materials from marketing staff and contractors

Skills: *Vendor & Talent Management · Presentations · Research · Marketing · Leadership · Management*

Marketing Manager - *Passport Online, Beaverton, Oregon*

2003 – 2008

- Orchestrated email marketing program
- Collaborated with vendors and suppliers
- Produced weekly email campaigns
- Crafted presentations and marketing materials
- Developed written and graphic content

Skills: *Adobe Photoshop · Online Advertising · Microsoft PowerPoint · Content Management Systems (CMS) · Vendor Management · Documentation · Marketing · Email Marketing*

Additional project work includes:

- Advata
- Club Corporation of America
- Construction Contracting Academy
- Covansys
- Esurance
- Everest Consultants
- Grand European Tours
- Insight Vacations
- Kentucky Online Vehicle Information System (OVIS)
- Kuakini Health System
- Lane Community College
- Microsoft / Bellevue School District Pilot Project
- Oregon Center for Applied Science
- Oregon Department of Human Services
- Promessa Organic
- Royal Caribbean Cruises
- SourceESB
- Stockamp & Associates

ADDITIONAL INFO**Training & Certifications**

- INELDA End-of-Life Death Doula Training Completion (33 hours plus pre- and post-work)
- Successfully earned Professional Coach Certification (CPC) from Coach Training World 60-hour training, plus additional hours: peer, mentor and practical
- Completed PCC 30-hour Small Business Builders Program
- Continuing Education Coursework has included: Technical Writing; Public Speaking; Marketing Principles; Introduction to Object Oriented Programming

Volunteer

- Timberland Falls HOA Board: Former Vice Chair
- Oregon League of Minority Voters Dinner of Hope: Marketing materials
- CARES Northwest: Web Design, Inception, production, maintenance

Portability

- Untethered, current passport holder, excited to relocate for the next chapter
- Enjoy travel and have been to Spain, Mexico and Thailand the last few years; I've lived and traveled throughout the U.S. for business and pleasure

Project examples available on request