

# BONNIE MCCALLUM - WALTERS

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Cell (352) 620-5939

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## MARKETING CONSULTANT

Dynamic and diverse marketing executive with successful achievements in advertising, sales operations, call center management and customer service and with demonstrated ability in customer retention programs, overall business development and procedure refinement. Highly qualified and driven business leader with demonstrated abilities functioning in a fast-paced, highly competitive environment. Utilizes expertise in managing cross-functional and cross-cultural teams and building strategic partnerships and strong, profitable customer relationships.

- Sales Operations Management
  - Sales Training, and Recruitment
  - Innovative Advertising Strategy
  - Integrated Community Operations Management
  - Marketing Research
  - Customer Retention Programs
  - Financial Planning and Budgets
  - Corporate Image and Communications
  - Broker and Resident Referral Programs
  - Sales Construction and Warranty Process
  - Overall Business Development
  - Process Reengineering
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## CAREER EXPERIENCE AND ACCOMPLISHMENTS

- Built in-house, full service advertising and marketing functions to generate leads and convert prospects into sales resulting in up to 287% increase in sales volume. Eliminated the need for outsourced advertising and marketing fees, decreasing advertising expenses by 30%. (Accomplished this service at multiple locations/positions while achieving similar results.)
- Effectively managed multi-million dollar budgets developing complete advertising, promotional and public relations campaigns for local, regional, national and international companies. Created unique and innovative advertising methods to decrease inherent expenses associated with traditional advertising and marketing campaigns.
- Established and implemented financial marketing plans for 26 communities in Florida and 9 communities in Arizona while pioneering home sales division of REIT. Established programs for sales operation, incentive programs and training procedures while directing all creative vendors for production of all media types.
- Hired, trained and managed two in-house award-winning marketing departments resulting in the award of 16 Advertising PRISM Awards in 2000. Personally honored with the BEST Award by Builders Association of South Florida for Marketing Director of the Year 2001 while programs dominated the platinum awards for community entries.
- Created forward thinking telemarketing programs to build prospective customer relationships. Authored, coordinated and published printed literature and advertisements using all media sources while integrating operations with marketing to improve client's profitability and efficiency.
- Within 60 days of being employed, was able to bring projects up-to-date that had been nine months behind schedule, while achieving highest ratio of sales to dollars spent.
- Set-up multi-tiered Broker Program dramatically improving broker participation from 18% to an average of over 37% in each community represented.
- Created and developed curriculum for a lifelong learning institute that attracted more homebuyers and improved the lifestyle and product offering for a large active adult community.
- Developed (and directed operations) for an in-depth wellness program with over 30 weekly specialty classes and one-on-one training including Pilates, tai chi, aqua yoga, and more. Attracted nationally renowned authors and presenters on a variety of health topics. This program has attracted hundreds of new homebuyers.

- Implemented community relations program to improve customer satisfaction and to increase resident referrals. Have also produced customer retention programs. Conducted surveys and focus groups for planning new programs as well as reviewing existing operations for improvement.
- Integrated marketing department with existing corporate programs including database, telemarketing, direct mail and website functions offering standardization across company divisions, eliminating duplicate efforts, creating openness for cross-division communications and training call center for proper presentation.
- Direct involvement with model selection and merchandizing. Also set-up operations and design/ critical path for both sales and design center(s) for multiple locations.
- Planned and implemented a national marketing campaign to promote retirement living in premier communities by generating cost-effective and qualified leads through creation of website and database management system for strong lead follow-up and tracking. Focused on creation of brand awareness and lead generation.
- As a consultant and or employee have marketed over 100 communities in Florida and 25 out of the state all with successful track record of increased sales, better resident relations, and elevated community image.

**PROFESSIONAL EXPERIENCE**

**BMW MARKETING CONSULTANTS – *Clearwater, Daytona, Ocala, Sarasota, and West Palm Beach, Florida***  
***Marketing Consultant***

Provided full-service advertising, direct marketing, public relations and publications planning for a selected number of clients with emphasis on resort and real estate marketing.

**ON TOP OF THE WORLD, INC. – *Ocala & Clearwater, Florida***  
***Director of Marketing and Sales:***

Hired, trained and directed an in-house advertising staff to market one of Florida's largest retirement communities. Developed programming for lifelong learning, recreational, wellness and special events. Tripled company's sales within one year, resident referral base went up from 3 to 30%. Drastically improved image of community to obtain positive response from the residents and to earn public approval--locally, regionally and nationally. Received Top Retirement community award for recreational learning and fitness programming. Established the innovative Pathways (Life Options Program) with community partners, which was recognized as one of thirteen innovative sites nationally.

**WCI – WATERMARK COMMUNITIES, INC. – *Palm Beach Gardens & Coral Springs, Florida***  
***Director of Marketing: East Coast (Home Building and Towers)***

Directed two in-house advertising departments for second largest developer in Florida with specialization in luxury homes and towers. Had company's only "over plan" communities and received industry-wide recognition for marketing strategy. Created image for WCI on the East Coast with a multi-market program. Directed Sales Operations and Marketing for all of the East Coast Properties. Operations exceeded 300% over plan during my direction in the first year.

Professional Experience Con't

BRANDYWINE FINANCIAL SERVICES – *Clearwater, Florida*

***Senior Vice President, Marketing and Sales Operations***

Promoted from Vice President, Marketing to direct all marketing and sales operations efforts for this REIT. Set-up advertising, sales operations, call center and literature fulfillment, database management, website, visitation program from the ground floor for all newly acquired properties. Managed a portfolio of twenty-six communities in Florida and nine in Arizona.

ANGELES CORPORATION – *Orlando, Florida and Los Angeles, California*

***Senior Vice President of Sales and Marketing (promoted from Marketing Director***

Established financial plans and forecasts for 15 communities in Florida and 5 communities outside of the state. Integrated sales and marketing programs to maximize results. Set-up in-house advertising, call center, database management, and sales operations for the entire company. Was promoted from Marketing Director.

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**EDUCATION**

Licensed Real Estate Professional  
Purdue University; West Lafayette, Indiana  
Bachelor of Arts, Management and Marketing  
Honors Graduate – 1984

Various advertising and sales in media internships (1980-1984)

***Ongoing training and educational studies in sales, finance, marketing,  
advertising, real estate law and practices, management and advanced computer programming***

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**MEMBERSHIPS AND AFFILIATIONS**

Marketing Director of the Year SFBA  
HBA Metro Orlando  
Florida Magazine Association  
Economic Development Committee  
Safety Harbor Chamber of Commerce  
E Marketing Association  
AMA Tampa Bay  
Member of Professional Club Marketing Association  
Member of the Chamber of Commerce(s)/Marketing Committee  
Pathways/Life Options Marketing and Director Committee  
Member of IDEA (The Health and Fitness Source)  
Member of Direct Marketing Association  
Member of American Marketing Association  
Member of American Society on Aging