

David R. Sciamarelli
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Education

Colorado Technical University: GPA: 3.6 **August 2008 – February 2010**

Masters of Science in Management

- Concentration in Project Management

Masters of Science in Management

- Concentration in Business Management

Student Mentor Advisor - Colorado Technical University

May 2009 – February 2010

Salisbury University, Salisbury, Maryland; ΣAE Fraternity Member
Bachelor of Science in Business Administration & Marketing

September 2002 – May 2006

Licenses & Certifications

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|---|---------------------|
| Real Estate License | (State of MD, 2011) |
| CAM – Certified Apartment Manager | (CVAA 2010) |
| Certificate of IT/Business Transformation | (CTU 2010) |
| Certificate of Project Management | (CTU 2010) |
| Certificate of Business Management | (CTU 2009) |
| Certificate of Change Management | (CTU 2009) |

Professional Committees:

Board of Directors - Howard County Chamber of Commerce Young Professionals Network
Incoming President – Howard County Chamber of Commerce Young Professional Network
Sponsorship Chair - Howard County Chamber of Commerce Young Professionals Network
Membership Chair – Howard County Chamber of Commerce Young Professionals Network
Howard County Economic Development Authority Better Business Initiative
Grants Committee - Community Foundation of Howard County
Board of Directors - Young AFCEA

Professional Experience

Real Estate Advisor, MacKenzie Commercial

September 2011 - Present

Specializing in tenant representation and the sale and leasing of Class A office properties in the Baltimore Metropolitan area, with a focus on Howard, Montgomery and Anne Arundel Counties. Areas of expertise include: Tenant Advisory, Strategic Planning and Consulting, Transactional Brokerage, Real Estate Market and Demographics Research, Valuation Services, Project Management, Facilities Planning and Management, and Cost Evaluation and Analysis. Daily role is to canvas the market for potential tenant representation assignments while actively marketing Landlord listings. Marketing duties include: mailings, email campaigns, search engine optimization, online database listing management, cold calling, and managing follow up/signage calls.

Accomplishments:

- Exceeded 2015 yearly goals prior to April 1st.
- Increased MacKenzie listings in the corridor from 0 square feet to 500,000 square feet

Adjunct Professor, Virginia International University

August 2011 – December 2011

Teaching students concepts and real world business issues/solutions. Creating real world problems and giving the students the tools needed to find the best or most equitable solution. Topics include: Marketing Channels, Perception, Value, Social Media, Various Medias, Ratings (TV, Radio, Print, Internet), Measuring Success/Failure of Campaigns, Adding Value, Cost/Benefit/Advantage Analysis, Dollarization, Sales Techniques, Interviewing Techniques.

Classes: BUSS 421: Advertising and Promotions

Regional Marketing Manager, Bonaventure Realty Group, LLC

August 2009 – July 2011

Lead operations manager on new G5 market tool website transformation. This project will reinvent the corporate website as well as 18 company websites to increase traffic while decreasing marketing costs, increase SEO, and help track performances. Territory consists of 5 properties between Richmond and Alexandria, VA. Develop sales and marketing strategies to acquire corporate accounts and increase sales. Apply resident retention programs to increase renewals and increase resident referrals. Expand relationships with nearby businesses to increase outreach marketing and market to prospective residents. Find new and creative means of advertising and promotional opportunities to increase traffic generation. Increase relationships with competitors to help drive cross traffic. Design signage to increase traffic generation and promote brand recognition.

Accomplishments:

- Acquired 20 new corporate accounts (Business to Business)
- Grew 461 unit property from 78% to 96% resident base within 9 months – 250 Move-Ins
- Increase Net Operating Income \$120,000 per month (Encore)
- Researched industry and renegotiated contracts saving property \$115K per year (Encore)
- Stabilized resident retention base to 96% (Glen Arbor)
- Stabilized resident retention base to 97% (Rockwood Park)
- Increased sales output from 8 to 15 units per month (Carriage Hill)

Awards:

- Promoted to lead operations manager for G5 integration
- Bonaventure Platinum Leasing award (\$500,000 total lease revenue)
- 2011: Q1 Leasing Professional of the quarter
- 2010: Bonaventure Leasing Professional of the Year
- 2009: Q4 Leasing Professional of the quarter

Property & Leasing Manager, Salisbury Housing

February 2006 – August 2009

Founder of college-based property management company. Responsibilities include effectively marketing and advertising to gain home owners and prospective tenants, maintaining basic upkeep of property, collecting rent, and keeping records of all money exchanges for contracted repairs. Conduct monthly check in on all premises to ensure satisfactory upkeep.

Accomplishments:

- Acquired 30 rentable homes totaling approximately 100 units
- Obtained an occupancy average of 85%
- Able to retain 50% of all renters for multiple year leases
- Maintain a delinquency rate of under 5%

Sales and Leasing Consultant, Open Road Acura of Wayne

May 2002 – February 2006

Sales consultant for a top ten Acura dealership nationwide. Responsible for closing sales and assuring ideal delivery. building and maintaining customer relationships throughout the sales process while seeking referrals from satisfied buyers. Presenting product and demonstrating features, values, and benefits specific to each customer's needs

Accomplishments:

- Maintained an average CSI score of 95%
- Consistently within top three sales persons (out of 20)
- Average of 20 units sold and delivered per month
- Maintained average gross income of over \$1200 per unit (non-fleet sales)