

Personal Profile of:  
**Lisa G. McGarity**

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1522 Phoenician Drive  
Katy, Texas 77494

**PROFILE**

Individual with background in **Sales & Marketing / Accounting / Management** seeks position in which talents and training would be utilized while providing opportunities for growth and advancement.

**SUMMARY OF QUALIFICATIONS**

**Accounting/Management Skills** – Essential knowledge of accounting and managerial procedures including accounts payable, accounts receivable, developing operational and capital budgets, purchasing, month-end closing, general ledger statements, variance reports, payroll, and employee personnel records.

**Marketing Skills** – Writing and producing marketing materials including print ads, flyers, brochures and web content; developing prospects through print media, electronic and social media campaigns; preparing client presentations and sales collateral.

**Interpersonal Skills** – Develop excellent client relations; deliver effective presentations before groups or one-on-one.

**Personal Strengths** – Possess supervisory/leadership skills; highly organized; creative; enjoy fast-paced environment.

**EDUCATION**

<b>EXECUTRAIN /MINDLEADERS</b> Trained and experienced in Microsoft Office Suite programs including Word, Excel, PowerPoint, Outlook, Access, and Visio	Houston, Tx
<b>QUICKBOOKS</b> Certified QuickBooks User – 2007	Houston, Tx
<b>INSTITUTE OF REAL ESTATE MANAGEMENT</b> Successfully completed IREM certification – 1997	Houston, Tx
<b>THE REAL ESTATE SCHOOL</b> Completed 120 classroom hours	Houston, Tx
<b>AMA/BMA/HAA SEMINARS/GRACE HILL</b> Attended over 55 various marketing, legal liability and fair housing compliance seminars	Houston, Tx
<b>HOUSTON APARTMENT ASSOCIATION</b> Certified Apartment Leasing Agent - 1993	Houston, Tx
<b>MCNESSE STATE UNIVERSITY</b> General Academics Program	Lake Charles, La

## **PROFESSIONAL EXPERIENCE**

**03/14 to present**

### **CENTRAL FORT BEND CHAMBER OF COMMERCE**

**Rosenberg, Tx**

#### **Vice President & Membership Services**

Develops and executes comprehensive membership strategic plans and programs to drive sales and revenue objectives for the organization.

Establish and cultivate relationships with affiliated organizations and members of the community to increase and build membership and attendance at proprietary conferences and events.

Leads, manages and participates in the planning and implementation of communication efforts, customer service relations and events including: seminars, luncheons, networking blenders, business expos, annual gala, golf tournament and other chamber events.

Assist with creation of print & digital marketing campaigns, brochures, flyers, event and other promotional materials as needed to support community initiatives.

Responsible for developing, editing and proofing articles and content for press releases, website, email marketing, social media pages and printed membership directory.

**05/13 to 11/13**

### **TEXAS LITHO**

**Houston, Tx**

#### **Director of Marketing**

Responsible for creating web-ready optimized content for new company website.

Created new marketing material and sales collateral for offset and large format divisions.

Produced high value sales proposals, presentations and financial analysis for customers to support new business activities.

Developed marketing and community outreach programs; increasing lead generation.

Proven track record for setting appointments with a history of consistently establishing new customer accounts.

**12/12 to 05/13**

### **SOUTHEAST MEDIA**

**Houston, Tx**

#### **Business Development Manager**

Responsible for driving sales and increasing market share by identifying and engaging potential new customers; primary contact for existing national accounts in excess of 5 million annually.

Generated estimates and created job tickets using EPRO software; worked closely with the accounting department to ensure accurate invoicing.

Managed and tracked large format print projects; communicating with clients, graphic department and production team throughout entire project life-cycle.

Project management included leading in the planning, directing, and coordination of customer sponsored events.

**05/07 to 06/11**

**KATY MAGAZINE**

**Katy, Tx**

**Marketing & Operations Director**

Managed and implemented marketing communication projects with responsibilities that included public relations, special events management, advertising, and creating brand awareness for six publications.

Organized the preparation of proposals, press releases, barter agreements and presentations using marketing resource materials.

Established customer loyalty programs to retain existing customers and increase renewal percentages.

Managed sales team for Sugar Land Magazine, a sister publication, increasing 2010 advertising revenue \$140K over previous year.

Attended functions and/or delegated sales representatives to attend events on the magazines' behalf.

Developed and executed annual marketing and distribution plans for all six company publications.

Managed distribution teams in three separate markets, overseeing all aspects of distribution.

Interviewed and hired new employees for all company departments.

Responsible for budget control and accounts payable using QuickBooks.

**01/05 to 05/07**

**SERVICE CORPORATION INTERNATIONAL**

**Houston, Tx**

**Quality Assurance and Compliance Department**

Compiled an on-line State Funeral and Cemetery Laws and Regulations database.

Accountable for initial stages of Delivering Profitable Growth Central Care Center rollout and Cemetery Final Disposition pilot initiatives.

Coordinated point of purchase material needs with the company's preferred national vendors for over 2,000 field locations.

Responsible for purchasing merchandise and ensuring delivery to each field location.

Maintained CS STARS Quality Assurance and Compliance Performance Audit database for over 2,000 nationwide field locations.

Responsible for ensuring the accuracy of Phase II & III Cemetery Operations audit findings.

Developed and communicated revised funeral and cremation process, procedures, and standards.

Established Crematory Permit filing system for over 120 nationwide locations based on state requirements.

**07/04 to 12/05**

**CHAMPAGNE MARKETING**

**Houston, Tx**

**Small Business Owner – Marketing and Promotional Company**

Created a company vision and implemented a sound business plan for the start-up of a marketing promotional company.

Active member of local Chamber of Commerce, networking groups, and other business organizations.

Developed distributor wholesale accounts with numerous printing and promotional companies.

Built a loyal client base through extensive marketing campaigns and superior customer service.

Maintained all accounting and tax records using QuickBooks Pro Edition 2004.

**05/03 to 06/04**

**FLOURNOY PROPERTIES**

**Houston, Tx**

**Property Manager – 369 Apts. (New Construction)**

Responsible for overseeing architectural design and quality control during all phases of construction; assisted with budget development for both operational and capital expenditures.

Negotiated pricing during set-up of merchant accounts while establishing an on-going rapport with multiple vendors.

Responsible for all aspects of management including financial reporting, legal matters, hiring personnel, marketing, and property development.

Ensured accuracy and the timely processing of all financial information including national contracts, accounts payable, and accounts receivable.

**07/02 to 04/03**

**ALLIANCE COMMUNITIES**

**Houston, Tx**

**Property Manager – 504 Apts. (New Construction)**

Received “Shining Star Award” for the highest average physical inspection score from the shopping reports for the year.

Received “Vice President Choice Award” for the highest four-quarter average of the Community Inspections.

Assisted with budget development, property advertising contracts, new construction lease-up, and all property interior and exterior construction issues.

Created an extensive 50 page marketing plan and leasing strategy to assist with property lease up. Developed a program to cross-train property personnel.

Responsible for budget control and accounts payable using AMSI.

**11/99 to 07/02**

**WESTDALE-GLENBOROUGH**

**Houston, Tx**

**Property Manager – 320 Apts. (New Construction)**

Successfully managed a 4-story midrise with two accessible elevators and 5-story parking garage. Responsibilities included all aspects of property management, accounting, training, and marketing.

Implemented a new marketing program that significantly increased occupancy from 82% to 95% in four months.

Developed and implemented training programs to develop staff skills in all areas including sales and leasing techniques, customer service, efficient reporting, and organization.

**Managed both properties simultaneously totaling 884 apartment homes while successfully managing a team of twenty-three associates.**

**Property Manager – 564 Apts.**

Received awards for “Manager of the Year for 2001,” “Best Property Performance,” and “Highest Increased Occupancy.”

Implemented a new marketing program that successfully increased the average annual occupancy by 13% while simultaneously decreasing property delinquencies by 71%.

Increased property revenue by \$75K over budgeted NOI while decreasing annual expenses by 5%. Maintained budget and accounts payable using Yardi Software.

Reduced property turnover by 23% while securing 89% of renewals on one-year contracts.