

# BECKY A. SEBRING

Corona, CA 92882 ♦ (951) 515-5325

[beckysebring@gmail.com](mailto:beckysebring@gmail.com) ♦ [www.beckysebring.com](http://www.beckysebring.com) ♦ [www.linkedin.com/in/beckysebring](http://www.linkedin.com/in/beckysebring)



---

## Brand Marketing Leader

MARKETING OPERATIONS ♦ BRAND IDENTITY ♦ CREATIVE DIRECTOR

Experienced and personable marketing professional who has positively impacted growth in the real estate and financial services industries, including Century 21, HomeLink, and First American, leading the way in integrated marketing with a focus on business development to identify and reach new marketing channels. A versatile team leader who has led cross-functional teams and vendor resources to execute impactful creative design and copy writing, project trafficking, trade show management, brand standards and communications, with a focus on delivering on-target messaging and brand retention. Highly organized and adept at managing multiple projects and deadlines. Strong presentation and communication skills. Ability to quickly formulate “big picture” objectives and deliver on strategy.

---

### KEY COMPETENCIES

- Marketing Operations
- Brand Strategy
- Trade Show Management
- Creative & Art Direction
- Copywriting & Editing
- Internal Communications
- Vendor Management
- Managing Cross-functional Teams

---

### PROFESSIONAL HISTORY

**TITLE RESOURCE GROUP** (IRVINE, CA / MT. LAUREL, NJ) – MARCH 2016 TO PRESENT

Marketing Director

- Differentiated multiple brands under the TRG umbrella by creating individual brand identities through content and design.
- Developed targeted sales materials to promote each brand's value proposition, including service, technology tools, financial strength and market knowledge.
- Successfully deployed the first digital marketing initiative to over 30,000 customers, creating stronger brand awareness for the company and sales representatives.
- Managed a marketing team to successfully meet project deadlines, create a collaborative atmosphere, exceed service expectations and turnaround times, and establish a respected reputation for the department and company.

**JML REAL ESTATE SERVICES, LLC** (ORANGE COUNTY, CA) – JANUARY 2014 TO MARCH 2016

Marketing Consultant

- Providing comprehensive marketing services as an extension of the client's business including strategic marketing research, marketing plans, creative direction, copy writing, marketing resources management, trade show and event coordination and business development.

**REALTYTRAC** (IRVINE, CA) - MAY 2013 TO NOVEMBER 2013

Director of Marketing & Broker Services/VP for the RealtyTrac Network  
(Division was eliminated)

- Solely responsible for the marketing communication strategy for sales prospects and new members, and directing marketing operations including managing creative and design direction, copywriting, social media content & strategy, event coordination.
- Managed the on-boarding and relationship management of new Network accounts, developing effective tools and marketing collateral, coordinating and delivering web-based training, managing inter-department teams and communication for client success.

**REALTY EXECUTIVES INTERNATIONAL (ORANGE COUNTY, CA / PHOENIX, AZ)**

FEBRUARY 2012 TO MAY 2013

Director of Franchise Services & Education

- Developed web-based training programs and managed a dedicated account team for the usage and adoption of marketing and technology tools.
- Developed the successful technology implementation process and account management policies servicing 300 franchises and over 2,800 agents. Deployed and trained brokers and agents on CoreLogic Document Manager and AgentAchieve platforms.
- Worked in conjunction with Sales and Regional Directors to develop marketing and training resources and managed the on-boarding process for new clients.

**FIRST AMERICAN FINANCIAL CORPORATION (SANTA ANA, CA) – APRIL 2003 TO JUNE 2011**

National Account Director/VP

*(Department was eliminated due to downsizing)*

- Developed strategic marketing and affinity plans to optimize First American's marketing participation with large national clients including RE/MAX, Keller Williams, ZipRealty and Realty Executives. Developed marketing strategies to satisfy business objectives for multiple First American business line sales teams, via trade shows, webinars, presentations and email.
- Solely managed all details for trade shows for First American Family of Companies at large regional events and the National Association of Realtors Expo including contract approval, rate negotiations, marketing programs, collateral, CRM marketing, on-site management & staffing.
- Created and managed on-boarding and account services for what became the CoreLogic Document Management System and AgentAchieve, coordinated training and technology development teams to deliver products and services to accounts for on-time launches, created marketing collateral and brand identity guidelines.
- Appointed to the company-wide Marketing Leadership Committee

Additional Titles: *Senior Account Executive, Technology Account Manager, Consultant*

**HOME-LINK SERVICES, INC. (SHELTON, CT / IRVINE, CA) – JANUARY 2001 TO NOVEMBER 2002**

Director Western Region, Broker Account Management

*(Company closed due to lack of funding)*

- Managed the on-boarding and consultative account management process from contract through training and on-going account support. Launched more than 20 successful accounts in the first year alone, provided training, presentations and marketing collateral for the real estate broker's staff and sales agents to ensure program adoption, presented best practices for program success, provided ongoing coaching.

Additional Titles: *Senior Sales Manager*

**REEZ, Inc. (SAN JOSE, CA / SANTA ANA, CA) – JUNE 2000 TO JANUARY 2001**

Director of Marketing

*(Company assets were acquired by Fidelity Title)*

- Developed logo and brand design and the strategic marketing plan for a new product launch including brand identity, advertising creative, marketing collateral, brochure design and copy, and media buys that led the company to a leadership position in transaction and document management solutions.

**CENTURY 21 REAL ESTATE CORPORATION** (PARSIPPANY, NJ/IRVINE, CA) – APRIL 1993 TO JUNE 2000  
*Director of Marketing, Western Division*

Century 21 Real Estate is one of the largest real estate franchises with over 7,100 franchised broker offices in 74 countries and territories worldwide with over 100,000 sales agents.

- Led the company in brand exposure and brand preference through layered, targeted regional marketing initiatives that maximized local impact of national marketing campaigns covering 73 designated market areas in 22 states in the western United States.
- Developed and maintained brand standards and created brand guidelines, internally and throughout the regions and brokerages.
- Collaborated with franchise sales and regional directors on strategic marketing messaging to help drive sales and renewals.
- Managed a \$40 million budget for national advertising and marketing programs, and supervised the execution of media buys, campaign productions for television, radio, print and promotions. Managed outside ad agencies and vendors and maintained senior level relationships with franchisees and regional directors for sales acquisitions and renewals.

*Additional Titles: National Advertising Manager, Advertising Representative*

## **EDUCATION**

**Bachelor of Science, Business Administration/Marketing** - Cal State University, Long Beach  
Microsoft Office Suite (Excel, Word, PowerPoint), Visio®, Microsoft Project

## **COMMUNITY INVOLVEMENT**

**iSanctuary Anti Human Trafficking** (Irvine, CA) - Volunteer  
**Habitat for Humanity of Orange County** (Santa Ana, CA) - Gala Fundraising Co-Chair, Volunteer  
**Second Harvest Food Bank of Orange County** (Irvine, CA) – Volunteer  
**Mariners Church** (Irvine, CA) – Volunteer Co-leader