

TERESA CALLEN

EDUCATION

University of Florida, College of Education
Masters of Arts in English Education

June 2018
Gainesville, FL

University of Florida, College of Liberal Arts and Sciences
BA in English Language and Minor in Spanish Language

August, 2004
Gainesville, FL

Florida Real Estate Commission & DBPR
Florida Real Estate Licensee, Florida Real Estate

January 2004-Present
Florida

EXPERIENCE

Portal Realty

May 2019 - Present
Gainesville, FL

Commercial Real Estate Specialist

I currently work at Portal Realty where I train and list properties for lease, purchase and redevelopment

- Leased 100's of thousands of sq. ft. of mixed use commercial square footage in Gainesville
- Sold 100s of thousands of sq. ft. of mixed use commercial property in Gainesville and surrounding areas
- Listing Agent and Sales Agent of 4 local Gainesville restaurants and bars with help of Portal Team including **Kim Bar, Crane Ramen, Brennan's Irish Pub and Swamp Boil Restaurant**
- Strategized and consulted **AMJ Group** with financing and development of the **Downtown Gainesville Hyatt**
- Commercial Listing & Leasing Agent for **Plaza Royale** in Gainesville, FL
- Commercial Restaurant Leasing Consultant for **Dick Mondell's** in Gainesville, FL
- Commercial RE Advisor and Listing Agent for **South Main Station** in Gainesville, FL Successfully securing **The Lynx Bookstore** a tenant at South Main Station
- Proud Member of the **Gainesville Chamber of Commerce**
- **Real Estate Columnist** for the **Main Street Daily News**
- Tenant Representative for **Muneca's at 4th Ave Food Park**
- Tenant Representative for **Tinker Restaurant at Tioga Town Center**
- Local Advocate and Real Estate Representative for Local Small Businesses

Private Real Estate Local Investor

February 2008 - Present
Gainesville, FL

Multifamily and Retail Investment Gainesville Area Specialist

Manage and Own Properties in the Gainesville Area

- Conceptualized, purchased and leased Gator Palms Apartment Complex in Gainesville's Midtown February, 2008
- Purchased, leased and received a CRA Grant for 412 SW 4th Ave, presently Dick Mondell's Drive Thru Restaurant July, 2014
- Purchased and leased Duck Pond Triplex to provide affordable housing near Downtown Gainesville September, 2019
- Purchase, leased and designed 410 NW 16th Ave Shopping Plaza with Mike Warren of AMJ Group to incubate small businesses in East Gainesville, June, 2021

Alachua County Public School Employee

August 2015-May 2022
Gainesville, FL

Language Arts and Cambridge Spanish Language Teacher

Gainesville High School Language Arts and Spanish Language Educator

Worked with Language Arts and Spanish Language Departments to successfully obtain highest scores and passing rates on Spanish Language Cambridge Exams

Maintained 100% passing rates in 11th Grade American Literature Honors English Language Arts Course

Became the Chapter Chair and Faculty Monitor for LGBTQ Alliance at Gainesville High School

**Commercial Property and Acquisitions Consultant & Investment Specialist
/ CRC Trust of Savannah, GA**

**September 2015-2017
Savannah, GA**

Consulted CRC Trust Asset Manager Robinson Callen on divestment of ill-performing assets and compiled asset re-investment portfolio

Increased the Asset Performance of Investment Portfolio by 300%

Consulted on Savannah Portfolio Consolidation and Leasing in order to maximize cash flow of highest performing assets

Local Food Promoter and Farm-To-Table Consultant and Chef

Swallowtail Farms in Alachua

November, 2012- May, 2017

Consulted, spearheaded, promoted, executed and subsequently have served annually as a Farm to Table Local chef for Swallowtail Farm.

Consulted for Sonic Speakers on conducting a private dinner series listening party to promote their product to **Miami venues**

July 2014

Consulted, Promoted, Executed Geraldson's Community Farm's First Farm to Table Dinner in Bradenton, Florida and worked with **Darwin Brewery** to pair my courses to specialty brews

December 2014

**Acquisitions Advisor / Hansson Trust Gainesville, Florida
2014**

December, 2008- July,

Assisted with the purchase, renovation and management of a \$2M Multifamily Student Housing Development in Gainesville, Florida

Researched & successfully executed redevelopment of various commercial parcels in Florida-Based Trust Investment Portfolio

International Baccalaureate / AP Language Arts Instructor

Eastside High School Gainesville, FL

August 2004- 2007

IB Language A1/ AP Literature and AP Language Instructor at Eastside High School

Maintained superior AP Language and AP Literature passing rates among 10 th and 11 th grade students
Private tutor/English Language Arts Instruction 2007-2012

SKILLS

- Bilingual: Fluent in both Spanish and English Language
- Proficient in Commercial Real Estate Negotiations and Commercial Property Acquisitions and Advisement

- Local Business Area Expert
- Real Estate Educator and Mentor

GILBERT LEVY

Skills Summary

Management and Supervision

Regulatory Compliance

Mergers and Acquisitions

Banking and Banking regulations

Relationship building

Fully bilingual – English-Spanish

Education

Banking and Finance, University of Puerto Rico, with Honors

Numerous Industry and Regulatory certifications

Experience

Name of Employer

VyStar Credit Union- 2019-2023

Senior Vice President, Regional Community Relations

- Serve as liaison between branch personnel and community leaders.
- Recommend community investment and sponsorship opportunities.
- Represent the organization on area leadership boards

Citizens State Bank – 2014-2019

President and CEO, Board of Directors (institution was merged into VyStar in 2019)

- Organized a senior leadership team that improved profitability with sustainable investments, loan origination and effective cost controls.
- Leveraged past experience as a Senior Bank Examiner at FDIC to strengthen relationships with the FDIC and the Office of Financial Regulation (OFR).
- Assembled a board of directors with well-recognized leaders across various sectors of the area economy. These businessmen were pivotal in policy guidance and business origination.
- Raised the CAMELS rating of the institution, receiving recognition from the examiner(s) in charge from both the FDIC and the OFR for effective implementation of corrective policies and procedures.
- Played pivotal role in facilitating an effective merger with VyStar, with the shareholders realizing a significant gain on their investment in bank stock.

Tioga Town Center LLC 2004-2017

President and CEO.

Oversaw all aspects of operations and completion of the initial development phases. Managed the divestment process that resulted in the sale of the business center in 2017

Millennium Bank 2003-2004

1st VP – Commercial Relationships, including internal team training

Perkins State Bank 1993-2003

EVP- Chief Lending Officer

FDIC – Senior Bank Examiner 1979-1993

Experienced in analysis of all areas of bank operations and regulatory compliance.

Community Involvement


Member of the Citizens Advisory Committee of the MTPO

Member of the Alachua County Affordable Housing Advisory Committee,

Member – Board of Advisor's at UF Innovate at The Hub

Chair of the Economic Development Committee of the Greater Gainesville Chamber of Commerce

Chair of the Greater Gainesville Chamber of Commerce 2021-2022



Past member of the board of directors of the YMCA of North Central Florida
Past President of the Newberry-Jonesville Chamber of Commerce
Past Chair of the American Heart Association HeartBall

After residing in Alachua County for over 43 years, I continue to look for opportunities to pay forward the value that Alachua County and the City of Gainesville imparted on my family.

References will be provided upon request.

Julie DeCarmine

PROFILE

Equal parts creative & systematic. Full-stack marketer with over 10 years of experience.

STRENGTHS

Website development	Email newsletters	Social media	Enablement materials	
Campaign strategy	Project management	Case studies	Graphic design	PR

WORK EXPERIENCE

Director of Marketing Cade Museum

📅 10/2023 – present 📍 GAINESVILLE, (ON-SITE)

- Designs development materials for multiple fundraising campaigns and initiatives
- Revamped museum membership program
- Oversees website, social media, newsletter, and all promotional channels and activities
- Manages over \$250,000 in grant-funded advertising

Director of Marketing Tangram Vision

📅 07/2022 – 06/2023 📍 BOULDER, CO, (REMOTE)

- Formulated go-to-market strategy resulting in dozens of pilot projects, a twofold increase in social media followers and a threefold growth in newsletter subscribers
- Spearheaded the development, execution, and management of all digital initiatives including website, email campaigns, advertising, SEO optimization, and social media channels
- Orchestrated monthly webinars and international trade show exhibitions to enhance brand visibility and attract industry experts
- Conceptualized and crafted captivating presentations, case studies, marketing assets, and product data sheets to drive brand awareness and highlight product benefits

Associate Director of Digital Marketing Feathr

📅 03/2020 – 07/2022 📍 GAINESVILLE, FL, (HYBRID)

- Created and carried out company's first inbound marketing strategy resulting in a 37% increase in sales-qualified inbound leads
- Increased revenue from inbound lead sources by 83%
- Optimized case studies and increased the average last-touch revenue by 307%
- Hired, trained, and grew marketing team focused on content and demand generation
- Overhauled all sales materials and implemented streamlined follow-up processes for inbound leads to maximize efficiency and increase close rates

Sr. Marketing Manager Occipital

📅 05/2017 – 10/2019 📍 SAN FRANCISCO, (HYBRID)

- Led marketing team and managed \$240,000 annual marketing budget
- Planned and executed marketing strategies and KPIs, and presented outcomes to senior leaders
- Doubled number of marketing-qualified leads in single quarter

WORK EXPERIENCE

- Produced case studies, white papers, and customer stories to increase credibility, buyer confidence, and sales
- Opened new markets and grew distribution channels to include 28 resellers in 16 countries

Head of Marketing Paracosm

📅 03/2014 – 05/2017 📍 GAINESVILLE, FL, (ON-SITE)

- Led six-person marketing team; managed all paid and organic channels
- Implemented and maintained marketing automation, CRM, and CMS tools (HubSpot)
- Worked closely with sales, product, and support teams to develop collateral and effective workflows
- Aligned and implemented marketing initiatives based on long and short-term company goals
- Orchestrated pitch decks, presentations, trade show exhibitions, case studies, webinars, interviews, and speaking engagements
- Developed pitch deck securing seed and series A funding; supported company's growth to acquisition
- Built partnerships and led co-marketing campaigns with Fortune 500 companies
- Tripled followers on multiple social networks in one year
- Pitched and landed coverage in major tech publications

EDUCATION

Sociology Santa Fe College

📅 08/2005 – 05/2009 📍 GAINESVILLE, FL

CERTIFICATES

📅 12/2022

SEO II HubSpot

<https://app.hubspot.com/academy/achievements/9d8gz23y/en/1/julie-matheney/seo-ii>

Can implement advanced SEO tactics to improve website performance.

VOLUNTEERING

Marketing & Fundraising GRACE

📅 2005 – present 📍 GAINESVILLE, FL

Helped homeless services agency develop their branding, website, social media, fundraising campaigns, and signature events. Produced videos, presentations, and annual reports. Helped secure over 1M in donations.

Board Member, Low-Income Advocate Alachua County Affordable Housing Advisory Committee

📅 03/2017 – present

HOBBIES



Travel



Photography



Scuba diving



Fundraising

Anne L. Ray



Work Experience

Shimberg Center for Housing Studies, University of Florida

Interim Director

Florida Housing Data Clearinghouse Manager

Affiliated Researcher

Gainesville, FL

2025-present

2009-2025

2001-2009

- Manage the Florida Housing Data Clearinghouse (<http://data.shimberg.ufl.edu>). In collaboration with IT staff, develop online tools to disseminate housing supply and demand data from the Census, American Community Survey, Home Mortgage Disclosure Act, county property appraisers, eviction and foreclosure court records, and subsidized multifamily databases. Provide technical assistance to local government planners, state agency staff, and non-profit organizations in use of affordable housing data.
- Analyze Clearinghouse datasets to describe Florida's affordable housing needs and supply. Disseminate research results through reports and fact sheets (see Publications list).
- Lead the Center's preservation data initiative, including managing the Assisted Housing Inventory, an online database providing property characteristics, financing information, and tenant demographics for 2,300 subsidized developments in Florida; conducting research into preservation data systems for a 2007 MacArthur-sponsored convening on a National Preservation Data Infrastructure; and leading a 2015 study of preservation and opt-out risk in the national Section 8, Section 202 and RAD portfolios as a member of HUD's Multidisciplinary Research Team.
- Direct the Center's triennial Statewide Rental Market Study. The study assesses Florida's need for affordable rental housing among cost burdened renters, homeless populations, elders, persons with disabilities, and farmworkers. Data on demographic and geographic division of needs provide the basis for Florida Housing Finance Corporation's annual formulas for allocating multifamily funding.
- Co-authored peer-reviewed research on energy costs in subsidized multifamily housing, neighborhood conditions of Housing Choice voucher holders, and post-subsidy trajectories of "lost" subsidized properties, in collaboration with faculty from the University of Florida College of Design, Construction and Planning.
- Serve as lead grant writer for the Center. Have served as principal investigator or leading researcher for contracts and grants totaling over \$3.5 million since 2010, including \$2.4 million in data clearinghouse annual contracts and over \$1.1 million in additional research grants.
- Lead communications for the Center, including writing fact sheets and articles, responding to media requests, and making frequent presentations at state and national events (see Presentations list). Efforts have generated coverage for the Center and university in the New York Times, Washington Post, Florida's National Public Radio stations, and many regional Florida newspapers.
- Hire and supervise graduate research assistants.

Anne L. Ray
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Hart-Shegos and Associates
Research and Business Planning Consultant

Saint Paul, MN
2000-2008

- Worked with team of real estate and social service professionals on the Family Housing Fund's Supportive Housing Stabilization Initiative, which resulted in preservation of over 450 units in the Minneapolis-St. Paul area.
- Wrote grant proposals that raised over \$1.4 million in two years for family services and asset management in supportive housing, including a \$1.2 million grant from the Archibald Bush Foundation.
- Wrote and edited numerous manuals and tools for asset management and service provision in supportive housing.

Family Housing Fund
Program Associate

Minneapolis, MN
1996-1999

- Directed Family Housing Fund's Public Education Initiative on affordable housing issues in the Minneapolis-Saint Paul area. Directed external communications, edited web site, and wrote annual reports, fact sheets, and fundraising proposals.
- Assisted with development of Continuum of Care plan to address homelessness in Minneapolis.
- Provided staff support to interagency task force that provides funds for preservation of affordable rental housing developments.

Century Place Development Corp. (now Heartland Housing)
Asset Management and Development Assistant

Chicago, IL
1995-1996

- Performed feasibility and market studies for a development of affordable single-family homes on Chicago's south side.
- Developed system to fulfill LIHTC reporting requirements for multi-family portfolio and trained property management staff in compliance responsibilities.

Sierra Club, Illinois Chapter
Assistant State Field Representative

Chicago, IL
1991-1995

- Communicated with the public, elected officials and legislative staff regarding Sierra Club priority issues.
- Published *Lake and Prairie*, a bi-monthly newsletter sent to 18,000 Illinois members.
- Initiated interviews, press releases and press conferences to generate positive media coverage of Sierra Club positions.
- Performed administrative duties for Executive Committee and Chapter Office.

Education

University of Illinois at Chicago, School of Urban Planning and Policy
Master of Urban Planning and Policy, 1996

University of Michigan, College of Literature, Sciences and Arts
Bachelor of Arts in History with Highest Honors, 1991

Selected Publications and Reports

Yeganeh, Nasim, Kang, Seungbeom, Ray, Anne, Watson, Maria, Denton, Blaise (2024). [Filling the blindspots: Assessing distributive equity in fund allocation of Florida's local housing program for disaster recovery.](#) *International Journal of Disaster Risk Reduction* 3.

Kang, Seungbeom, Kim, Jooyoung, Ray, Anne, Watson, Maria, Nguyen, Diep, Nesbitt, Ashon, Andujar, Aida, Denton, Blaise (2023). [Do localized housing programs lead to racial equity? Evidence from the State Housing Initiatives Partnership program.](#) *Housing Studies* 39 (2), pp. 3189-3216.

Shimberg Center for Housing Studies (2023). [Miami-Dade County Housing Needs Assessment.](#)

Shimberg Center for Housing Studies. (2022). [2022 Rental Market Study.](#) (Primary Author). Also primary author for previous triennial Rental Market Studies 2010-2019.

Ray, Anne. (2020). [COVID-19 and Unemployment in Florida.](#)

Ray, Anne. (2020). [Miami-Dade County Housing Data Appendix.](#)

Ray, Anne, White, Evian de Leon, Aradanas, Audrey. (2019). [Students Experiencing Homelessness in Florida: Updates and Solutions.](#)

Ray, Anne, Wang, Ruoniu, Nguyen, Diep, Martinez, Jim, Taylor, Nicholas and Searcy, Jennison Kipp. (2019). [Household Energy Costs and the Housing Choice Voucher Program: Do Utility Allowances Pay the Bills?](#), *Housing Policy Debate* 29(40), pp. 607-626.

Ray, Anne L., Kim, Jeongseob, Nguyen, Diep, Choi, Jongwon, McElwain, Kelly and Stater, Keely Jones. (2018). ["Opting In, Opting Out, a Decade Later."](#) *Cityscape* 20(1), pp.63-88.

Shimberg Center for Housing Studies. (2018). [Social Security and SSI: The Affordable Rent Gap in Florida.](#) (Primary Author).

Ray, Anne L., Gallo, Melissa, Green, Pauline, Velarde, Sabrina, Ibarra, Barbara, Airgood-Obrycki, Whitney, and Kleit, Rachel Garshick (2017). [Homelessness and Education in Florida: Impacts on Children and Youth.](#)

Wang, Ruonig, Larsen, Kristen, and Ray, Anne L. (2015). ["Rethinking Locational Outcomes for Housing Choice Vouchers: A Case Study in Duval County, Florida."](#) *Housing Policy Debate* 25(4), pp. 715-738.

Blanco, Andres, Kim, Jeongseob, Ray, Anne L., Stewart, Caleb, & Chung, Hyungchul. (2014). ["Affordability after Subsidy: Understanding the Trajectories of Formerly Assisted Housing in Florida."](#) *Housing Policy Debate* 25(2), pp. 374-394.

Ray, Anne L. (2013). ["2013 Rental Market Study Shows Growing Need for Affordable Housing."](#) *Housing News Network Journal* 29(2), p. 10.

Ray, Anne L. (2013). ["Florida Needs Affordable Housing Now, More than Ever: The Data."](#) *Housing News Network Journal* 29(1), p. 4.

Ray, Anne L. and White, Doug. (2013). ["After the Bubble: Does Florida Still Need Affordable Housing?"](#) *Housing News Network Journal* 27(3), p. 6.

Shimberg Center for Housing Studies. (2012). [Florida's Assisted Housing Tenants: Income, Rent and Demographics.](#) (Primary Author).

Ray, Anne L. (2007). [Affordable Housing Preservation: Building a National Data Infrastructure,](#) Shimberg Center for Housing Studies.

Ray, Anne L. and Battista, Virginia. (2004). [A Comparison of State Housing Locator Sites,](#) Shimberg Center for Housing Studies.

Williamson, Anne Lockwood, Ray, Anne L, and Battista, Virginia. (2003). [Public Housing Authorities: An Analysis of Practices and Resources for Serving Persons with Disabilities](#), Shimberg Center for Housing Studies.

Smith, Marc, O'Dell, William and Ray, Anne L. (2002). "Housing Programmes and the Role of Housing Planners in Florida," *Planning Practice & Research* 17(4), pp. 429-436.

Ray, Anne L. (2001). "[Inclusionary Housing: A Discussion of Policy Issues](#)," *Technical Note*, Shimberg Center for Housing Studies.

Ray, Anne L. (2001). [Low-Income Housing Tax Credit And Multifamily Bond Financing: A Comparison Of State-Level Allocation Policies](#), Shimberg Center for Housing Studies.

Hart-Shegos, Ellen and Ray, Anne L. (editor). (2001). [Family Matters: A Guide to Developing Family Supportive Housing](#), Corporation for Supportive Housing.

Ray, Anne L. (1997). *Working Doesn't Always Pay for a Home, Children Pay the Price for Homelessness, and The Need for Affordable Housing in the Twin Cities (Fact Sheets)*, Family Housing Fund.

Recent Grants and Contracts

Florida Housing Finance Corporation, Statewide Rental Market Study, 2010-2025 (triennial contracts of \$50,000 each)

Florida Housing Finance Corporation, Florida Housing Data Clearinghouse, 2010-2025 (annual contracts ranging from \$165,000 to \$370,000).

Tampa Bay Partnership, Housing Needs Assessment, 2024, \$20,000.

Robert Wood Johnson Foundation (with Florida Housing Coalition), Equity and Recovery in the State Housing Initiatives Partnership Program, 2020, \$140,365.

Miami Homes for All, Miami-Dade Housing Blueprint Data Appendix, 2020, \$24,000.

Community Foundation of Northeast Florida, Jacksonville Beaches Housing Assessment, 2020, \$5,000.

Hillsborough County Housing Needs Assessment, 2020, \$20,000.

JP Morgan Chase Foundation (with Miami Homes for All), Housing Instability for Families with Children, 2016-2017, \$55,000.

Economic Systems, Inc. (for HUD Multi-Disciplinary Research Team), Opting In, Opting Out, a Decade Later, 2014. \$83,400.

Florida Housing Finance Corporation, Farm Labor Trends and Multifamily Housing Demand in Florida, 2014. \$20,000.

John D. and Catherine T. MacArthur Foundation, Multifamily Energy Efficiency, Consumption, Tenant Stability and Retrofit Effectiveness, 2014. \$370,000.

U.S. Department of Housing and Urban Development/Office of Policy Development and Research, Using Parcel and Household Data to Evaluate the Low-Income Housing Tax Credit and Housing Choice Voucher Programs: Accessibility, Opportunity and Tenant Choice, 2013. \$170,000.

Jessie Ball duPont Fund, Duval County Housing Supply and Demand Research (\$13,000) and Weatherization Assistance Program Analysis (\$5,000), 2010-2011.

Selected Recent Presentations

Florida Bar Foundation Housing Umbrella Group annual training, 2020-2022.

University of Florida Office of Sustainability and Bob Graham Center, “Sustainability into Practice: Climate Change, Race, and Housing,” 2021.

Florida State Appropriations Subcommittee on Transportation, Tourism and Economic Development, Committee Meeting on Affordable Housing Programs, 2015 and 2019.

Jesse Ball duPont Fund Housing Forum, 2018.

Interagency Banking Roundtables (OCC-FDIC-Federal Reserve Bank) in Jacksonville (2017), Panama City (2017), and Orlando (2019).

Florida Council on Homelessness, “Rental Market Study,” 2019.

Florida Chamber Foundation Business Leaders’ Summit on Prosperity and Economic Opportunity, “A Solid Foundation: The State of Housing,” 2018.

Florida Affordable Housing Workgroup, “Overview of the Market for Assisted Rental Housing,” 2017.

JP Morgan Chase, “Affordable Housing: Data, Solutions & Mapping Tools,” 2017.

Community Indicators Consortium Impact Summit, “Housing, Neighborhoods and Health: University-Community Partnerships,” 2017.

Council on Foundations, “From Ivory Tower to Neighborhood: The Academy and Community Development,” 2017.

Orange County Regional Housing Summit, “Affordable Housing: Supply and Demand,” 2016.

Miami Coalition for the Homeless, Housing Summit 2015, “Framing Housing Affordability and Economic Implications,” 2015.

National Housing Conference, Solutions 2014 National Conference on State and Local Housing Policy, “Saving Green: The Financial Benefits of Energy & Water Retrofits,” 2014.

U.S. Department of Housing and Urban Development, Quarterly Market Briefing, “Preserving Affordable Rental Housing: Research and Data from Florida,” 2013.

University of Florida, Guest Lectures, 2012-2024. Courses have included Housing Policy, Urban Economics, and Sustainable Housing.

Florida Housing Coalition Annual Conference, frequent presenter since 2009.

Service

- Florida Housing Coalition, Board member
- Alachua County Affordable Housing Advisory Committee, member
- Reviewer: Housing Policy Debate, Housing Studies, Cityscape

Matt Mitchell

SUMMARY

For 15 years, I have worked either as a real estate agent or as a public policy advocate alongside Realtors® and other stakeholders to advocate for affordable housing in Florida, and for policies that would expand supply of and access to affordable housing. I have lived in Alachua County since 2006 and witnessed firsthand the challenges we face to meet the increasing demand for affordable housing while still meeting other critical economic and infrastructure needs. I welcome the opportunity to bring the real estate industry's perspective to the Affordable Housing Advisory Committee while joining with other community voices to find common ground and offer sound advice and counsel to the Board of County Commissioners.

PROFESSIONAL EXPERIENCE

Realtor®

April 2023 – Present

Real Broker, LLC

License # SL3572453

- Team Member, Team Dynamo-Flourish Real Estate Team
- Member, Public Policy Committee, Gainesville-Alachua County Association of Realtors®
- Member, Young Professionals Network
- RPAC Investor

Director of Survey Research

April 2024 – Present

Minute Mail Political, New Smyrna Beach, FL (Remote)

- Growing a research wing from scratch for a startup creative communications firm.
- Developing innovative research products with an “online first” mindset, using data collection methods like text-to-web, mixed-mode, and online panel surveys and focus groups.
- Serving as the firm's primary salesperson, building relationships with prospective clients across the United States.
- Built a first-of-its-kind survey research tool to gather real-time intelligence on the performance and effectiveness of print, television, and other non-digital advertising.

Director of Public Opinion Research, November 2014 – June 2023

SGS, Inc, Gainesville, FL (Remote March 2020 – June 2023)

- Grew a public opinion research department from scratch at a political consulting firm from scratch, building an organization that grossed over \$1 million in revenue per year.
- Executed an average of 200+ quantitative and qualitative research projects per calendar year.
- Moderated more than 20 focus groups per calendar year on average, and as many as 50 groups per year.
- Self-taught quantitative and qualitative research methods to become a trusted interpreter of data and deliverer of strategic advice to political, non-profit, and corporate clients.
- Led and mentored a team of 2 full time employees plus seasonal interns to execute quantitative and qualitative survey research projects.

General Consultant, January 2012 – June 2023

SGS, Inc, Gainesville, FL

- Provided strategic advice and implemented tactical communications plans for political, trade association, and corporate clients.
- Fostered relationships with clients who provided as much as \$10 million per year in gross revenue to the firm.
- Worked with lobbyists and government affairs professionals to execute advocacy plans, including association days at the Florida Legislature, member activation efforts, and public-facing digital and telephonic calls to action.
- Executed over 100 tactical communications plans that included advertising via direct mail, digital advertising, television, radio, guerilla marketing, and door-to-door canvassing.
- Mentored junior consultants to become more effective advisors to current and prospective clients.

EDUCATION

University of Florida, Gainesville, FL

B.A. in Political Science

Certifications: Real Estate Sales Associate License, American Association of Public Opinion Researchers (Member)

Janice N. Crews



Summary:

Affordable housing advocate with over 40 years of diversified experience within the Housing and Financial Services Industry. Experience includes Financial Counseling, Lending, Management, Sales, Accounting, Financial Analysis, and Collections.

Professional Experience:

Neighborhood Housing & Development Corp (NHDC), Gainesville, FL

Chief Operating Officer (11/23 to Present)

- Participate in developing strategic goals and work plans
- Supervision of Staff
- Analysis of production goals
- Oversee projects according to specifications and timelines
- Development of and/or enhancement of Policies and Procedures
- Management of Down Payment Assistance Activities
- Provide financial counseling to clients
- Participation in community events

Special Projects Coordinator/Housing Counselor (08/16 to 11/23)

- Provide financial counseling to prospective home purchase clients including budgeting, credit, savings and creating action plans
- Counsel homeowners facing foreclosure by helping them understand their options and negotiate solutions with lenders
- Prepare documents and facilitate closings for Home Repair Program recipients
- Market and show NHDC properties to prospective buyers who do not have a realtor
- Approve prospective buyers for NHDC properties that require income restrictions
- Prepare and submit HOME, SHIP and HOP documents for down payment/closing cost subsidies for potential first time homeowners thru government assisted programs
- Market all NHDC programs to potential clients, realtors, mortgage brokers/lenders and other organizations within the community
- Loan Packager for USDA 502 Direct loans.

Director of Lending Programs (11/02 to 8/16)

- Manage all loans in NHDC's \$2.4M loan portfolio including loan origination, loan processing, loan servicing and loan collections.
- Analyze loan requests and present the financial data to NHDC's loan committee
- Administer government assisted home ownership programs (HOME, HOMESTART, and EMERGENCY HOME REPAIR) for our organization.
- Coordinate and facilitate mortgage loan closing for NHDC built homes by working with buyers, realtors, lenders and closing agent to attain home ownership

Rental Programs Manager (09/10 to 8/16)

- Market and lease rental properties including client application and selection process
- Perform rental property inspections
- Responsible for rent collections and evictions process

Janice Crews

- Insure maintenance and repairs are completed on rental properties

First Union National Bank, Gainesville, FL

Financial Specialist (11/97 to 11/02)

- Managed client banking relationships to optimize growth, retention and profitability in deposits, loans and investments
- Developed and executed market sales and service strategies
- Analyzed client financial portfolio and made recommendations to achieve financial goals
- Made proactive sales calls and service request

C.P.A Staffing, Atlanta, GA

MCI – Financial Analyst (6/96 to 6/97)

- Responsible for the preparation of Settlement Summary Statements and month end journal entries for 75% of MCI's 900 product customers.
- Prepared account reconciliations and audited other department journal entries
- Compiled and analyzed data for various reports for Management, Collectors and Account Teams
- Reviewed customer contracts to insure accuracy in billing. Resolved billing and posting issues.

Macy's East, Atlanta, GA

Jr. Accountant (4/94 to 4/95)

- Prepared the Balance Sheet, Inventory Schedule and assisted in the preparation for LIFO calculation for tax reporting
- Prepared month end entries for sales recognition, cost department purchases and miscellaneous gross margin adjustments
- Reconciled accounts and balanced stock ledger to general ledger

Accounts Payable (2/92 to 4/94)

- Responsible for invoice entry, matching orders to invoices for payment
- Maintained written and verbal communication with buyers and vendors to resolve issues.

Citizens and Southern National Bank, Atlanta, GA

Branch Management (8/77 to 1/91)

- Responsible for Business Development, maintaining a quality loan portfolio and day to day branch operations
- Established departmental goals and monitored progress in all areas
- Screened, hired and trained employees on products and services

Education:

Indiana University, Indianapolis, IN

Bachelor of Science in Business Administration

Certificate in Accounting

Certifications:

NeighborWorks America, Washington, D.C.

- Loan Portfolio Management
- Mortgage Lending
- Post Purchase Systems
- Homebuyer Education
- Foreclosure Counseling
- Homeownership Counseling

U. S. Dept. of Housing and Urban Development, Washington, D.C.

- Certified Housing Counselor