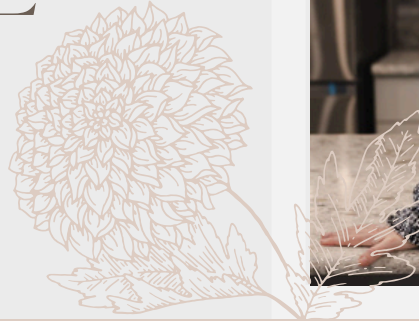


NATASHA FUSSELL

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863-207-0056

sellingswancity.com



Founder of the Selling Swan City brand, Natasha is an acting broker associate servicing Central Florida for business and residential sales. In addition to real estate, Selling Swan City works closely with local business owners to promote economic growth in the community through promotional content creation and networking opportunities. Swan City Social, a Meetup networking group, holds networking events around Lakeland and the surrounding area for local professionals to build connections while supporting local businesses who host their events. In the mornings and evenings, you can take a group fitness class at Balance Culture where Natasha teaches throughout the week. Also, she is a goal-oriented and accomplished project manager with over 20 years experience in the business process outsourcing industry focusing on meeting contract SLA and client satisfaction.

EDUCATION

Polk State College, Lakeland, FL —
Bachelor of Science, Business
Administration and Management, 2017

SKILLS

- Customer Service/Networking/Colabs
- Content Creation
- Social Media
- SEO Strategies
- Digital Ads/Analytics
- Project Management
- Statistical Management
- Process Improvement

LICENSE AND CERTIFICATION

Real Estate Broker

State of Florida
Licensing Date: 06/18/2018
License#: BK3416931

Lean Six Sigma Yellow Belt

Six Sigma Global Institute
Certification Date: 03/18/2023
Certification ID#: 70076837

Instructor Certification, Group Fitness

The Balance Culture
Lakeland, FL
11/2022

EXPERIENCE

Broker Associate, Dalton Wade Lakeland, FL — 2025–Current

Licensed real estate broker associate serving the Central Florida community since 2018. Specializing in residential and business real estate services with National Association of REALTORS® Commitment to Excellence (C2EX) and Short Sale & Foreclosure Resource certifications and active member of NAREB.

Broker Associate, Keller Williams Realty Smart, Lakeland, FL — 2018–2025

Licensed real estate broker associate serving the Central Florida community since 2018. Specializing in residential and business real estate services with National Association of REALTORS® Commitment to Excellence (C2EX) and Short Sale & Foreclosure Resource certifications. Additionally certified as an iBuyer through Keller Offers and Knock Home Swap as well as an active member of NAREB.

Project Manager, IntelLogix — 2001 – Current

Responsible for the attainment of quality standards for customer service, collections and payment processing as well as recovery, credit screening and identity verification departments of 140 FTE in multiple sites.

Increased and maintained QA monthly averages through implementation of new scoring forms and feedback.

Review, evaluate and report operations results, conduct process reviews and analyze metrics to identify areas of improvement. Direct performance monitoring. Deliver quality results to management team and client in regular review sessions.

Monitor development of new hires during initial training as well as coordinate transition of new employees from training/On-the-Job (OJT) to the nesting phase with their assigned supervisor.

Develop and deliver client quarterly business reviews, as well as communicating with client via phone and email.

Successfully led training expansion for offshore diversification of collections work.

Balance Culture, Lakeland and Winter Haven, FL — 2023 – Current

Group fitness instructor for Barre, Strength Training, Cross Training and Pilates. Focusing on physical and mental health through by creating a safe and encouraging environment for ladies to reach their personal goals.

MEDIA

[Website](#)

[LinkedIn](#)

[Instagram](#)

[Linktree](#)

[Selling Swan City IG](#)

[Swan City Social](#)