

# Yvonna L. Syvertson

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10+ years in project management, specializing in account growth and client experience. Managed and developed high-performing accounts and clients, optimized performance metrics, and created simplified home buying processes. Skilled in interpersonal communications, scheduling management, and performance analysis.

## SKILLS

- Writing and Presentations
- Research Development
- Strategic Scheduling
- Negotiation
- Organization

## EXPERIENCE

### REALTOR | JULY 2020 - PRESENT

- Guide clients through home sale and purchase process with simplified communication
- Drive revenue growth by building and maintaining relationships with clients and closing sales
- Complete market analysis research to advise clients on current trends curated to their needs
- Listing properties on the Multiple Listing Service and marketing on various platforms
- Negotiating and managing contract terms between buyer and seller
- Schedule and attend property showings and inspection appointments
- Close real estate deals by leveraging local market knowledge and strong communication skills
- Reach out to and vet potential leads and follow up when applicable

### PROJECT MANAGER, GLOBAL PARTNERSHIPS | FELD ENTERTAINMENT | SEPTEMBER 2019 - MARCH 2020

- Worked directly with sales to develop sponsorship strategy and materials for potential partners including decks, budgets and outlines
- Provided approvals for international sponsorships based on previous feedback and detailed guidelines
- Traveled and represented the Global Partnerships Department at meetings with various international teams
- Kept up-to-date general information decks and one-pagers for all properties, including Disney On Ice, Monster Jam and Supercross
- Managed and planned a nationwide hospitality event for a large logistics company.
- Drafted contracts, ordered tickets and merchandise for events, kept track of event dates and times while coordinating details with both internal and external teams

### ACCOUNT MANAGER | THE PENNY HOARDER | JANUARY 2019 - JULY 2019

- Point of contact for all post-sales inquiries with advertisers, affiliate networks, and performance agencies
- Maintained and cultivated collaborative partnerships with clients to develop an understanding of objectives to ensure successful campaign delivery and execution
- Managed all aspects of assigned account assertively and accurately including tracking, forecasting, and pacing
- Conduct deep performance analysis consistently and accurately to support account growth, identify, investigate and resolve deviations in performance metrics
- Partnered with ad operations to build and schedule campaigns, monitor daily to ensure campaigns are tracking as expected

## SYSTEMS/TOOLS

Microsoft Office, Stellar MLS, Dotloop, Salesforce and Adobe Creative programs with basic HTML knowledge, Google DoubleClick

## EDUCATION

### BACHELOR OF ARTS | GRADUATION: DECEMBER 2013 | UNIVERSITY OF WISCONSIN-MILWAUKEE

- Major: Public Relations, Advertising & Marketing
- Minor: General Business