

# IMANI KHAYYUH

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~ Chicago, Illinois ~

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## REAL ESTATE & MARKETING PROFESSIONAL

Highly motivated, results-oriented Real Estate & Marketing professional with proven experience in a project management role working in the Public and Private Sector. A team player with excellent communication, interpersonal, project management, and negotiating skills. In addition to being skilled at achieving a consistent look and tone to high profile accounts. Proficient in Microsoft Office applications and Raiser's Edge. Additional areas of expertise include:

- ◆ Contract Administration
- ◆ Portfolio Management
- ◆ Advertising
- ◆ Strategic Alliances

## PROFESSIONAL EXPERIENCE

COLDWELL BANKER RESIDENTIAL BROKERAGE , Chicago, Illinois

2019 – Present

*Real Estate Brokerage*

***Licensed Broker Associate/Consultant***

- Communicate and counsel clients on features and benefits of all real estate products and services
- Consistently increased sales volume through targeted marketing.
- Responsible for managing client real estate relationships and transactions for the State of Illinois.
- Implemented a direct mail/marketing campaign that leveraged incentives to increased customer traffic.
- Collaborated with company partners on new development projects.

CITY OF CHICAGO, Chicago, Illinois

2011 – 2012

***4<sup>TH</sup> Ward Service Office***

***Director Constituent Services/Consultant***

- Establishes collaborative working relationships between external groups and other Associations (e.g., corporations, foundations, federal and state agencies, educational improvement groups, school districts, and others) in concert with organizational plans and initiatives of the 4th Ward.
- Educate constituent groups including Networks, Community Organizations, and others regarding process of constituent service requests.
- Provide direction to constituents to identified and explain best practices regarding the 4th Ward/City of Chicago services.
- Built ties with community, government leaders and organizations to promote the economic growth and redevelopment in the ward.
- Plan and execute annual Health & Housing Fair and bi-annual Career Fair.

AXIS TECHNOLOGY, Chicago, Illinois

2010– 2011

***Account Manager/Marketing Consultant***

- Charged with leading the effort to develop and execute effective email marketing, lead generation and nurturing campaigns for various company services.
- Specific communications include targeted marketing messages, triggered messages, and other ongoing campaign messaging.
- Focus on develop of professional lead generating and nurturing programs to improve the utilization of marketing and sales resources. Responsibilities include communicating features of proprietary software to new customers and other third-party vendors.

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COMMONGROUND EXPERIENTIAL MARKETING, Chicago, Illinois

2009 – 2010

*Sprite Green*

***Account Executive/Event Marketing/Consultant***

- Ensures Sprite Green Network Program engages new users and drives product trial to Chicago's top tier business owners and socialites to expand the consumer base.
- Engage Social Media networks specifically Facebook and Twitter for call to action sampling campaign.
- Identify relevant scenes for the market that are applicable to the Sprite Green brand and business objectives. Prioritize those with the most potential to engage our target audience through word of mouth and non-traditional media and broaden the brand reach.
- Created celebrity co-branded events for night-life sampling with the following partners Belvedere and Bacardi.
- Submit new ideas on a regular basis for events, programs and opinion leader projects.
- Build solid relationships with local and national vendors to support all event execution requirements.
- Maximize a strong ROI by creating and supporting key events, scenes and marketing opportunities that are reflective of the Sprite Green brand values and deliver a clear, strong, authentic brand message to the consumer through key events.
- Actively participate in meetings with local sales team to align marketing & sales strategies.

CHICAGO STATE UNIVERSITY FOUNDATION, Chicago, Illinois

2005 – 2009

*Foundation supporting Chicago State University*

***Development Associate/Consultant***

- Assist in management of the largest and high-profile events including 14<sup>th</sup> Annual Gala.
- Supervise and support the Fundraising Development Team on the coordination of all event logistics.
- Mobilize committees to facilitate the planning of volunteer teams to ensure support for successful events.
- Executed all projects on time and with-in budget.

W.W. GRAINGER, INC. (CPRi Staffing, Inc.), Lake Forest, Illinois

2004 – 2005

*\$40 billion distributor of industrial parts and equipment with 400 branches nationwide.*

***Event Marketing Associate/Consultant***

- Spearhead, organize, and implement a direct mail campaign that also leverages local branch events and provides incentives such as celebrity autograph signings for B2B customers to visit Grainger stores.
- Collaborate closely with both internal departments and vendor partners.
- Track project budgets and purchase orders to manage expenses.
- Also work with the Director of Catalog Development and the Merchandising Group exploring ways to redesign the company catalog, a potential \$500,000 project.

**EDUCATION**

ROOSEVELT UNIVERSITY, Chicago, Illinois, *Bachelor of Arts, Journalism/Public Relations, 1996*

References: Available upon request