

Stephen Grimm

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PROFESSIONAL SUMMARY

Results-driven marketing leader with a wealth of experience in B2C and B2B campaigns strategy. Proven track record in managing extensive portfolios across various markets, focusing on driving occupancy, supporting leasing teams, and enhancing overall performance. Expertise in local marketing strategy, campaign execution, and team development, integrated with strong competencies in CRM systems, digital marketing, and data-driven decision-making for optimal results and maximal ROI.

PROFESSIONAL EXPERIENCE

National Director of Marketing

04/2024

Connect55+

- Developed and executed regional marketing strategies for over 24 senior properties in the Active Adult sector (55+).
- Drove lead acquisition, traffic growth, and occupancy rates through effective marketing initiatives, including B2B & B2C.
- Built and maintained relationships with regional leadership and property teams to coach managers on marketing strategies.
- Led digital marketing efforts with Google Ads, Facebook Ads, LinkedIn Ads).
- Managed Internet Listing Services contracts like Co-Star, Zillow, Caring.com, and A Place for Mom.
- Coordinated grand opening events and local initiatives to enhance brand visibility and foot traffic.
- Monitored marketing KPIs, sales data, and lead conversion metrics to refine strategies.

Key Achievements:

1. Increased inbound lead conversion rates by 12% through optimized digital ad campaigns.
2. Transitioned to Zillow as the primary ILS, increasing audience size by 3.2x while reducing overall marketing spend.
3. Launched a new lead categorization & nurture system (email & SMS), enhancing speed-to-lead response and sales conversions. Launched new online lead capture system (Virtual Sales Assistant), which is estimated to drive a 43% increase in lead-to-tour conversion.

Director of Marketing

09/2021 - 09/2021

Buffalo Niagara Partnership

- Oversaw B2B marketing campaigns and membership growth initiatives targeting regional businesses.
- Developed multi-channel marketing strategies, including social media and email marketing. Achieved
- a 40% increase in inbound lead sources through targeted advertising and automation. Managed
- rebranding efforts and website redevelopment to enhance audience engagement.

Director of Marketing

10/2017 - 09/2021

MJ Peterson Real Estate

- Led regional marketing strategies for a portfolio of 3,300 units in Affordable Housing and Multifamily sectors.
- Executed local and regional marketing campaigns using digital marketing tools.
- Managed sponsorship programs and community events for brand awareness.
- Collaborated with leasing and sales teams to enhance resident acquisition and conversion tracking.

Marketing Associate

01/2016 - 10/2017

MJ Peterson Real Estate

Investment Research Associate – REIT Team

06/2014 - 07/2015

Citigroup

EDUCATION

- Canisius University
Bachelors of Science, Marketing & Finance, 2014
- Oswego University
MBA, 2026

SKILLS

Marketing Strategy, Digital Marketing, CRM Systems, Team Development, Campaign Execution, Lead Generation, Data-Driven Decision Making, Community Engagement, Event Management, Brand Development