

Matthew Aaron Cabaniss
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Overview

I am an entrepreneurial-minded business executive with 20+ years of experience in B2B and B2C marketing, advertising and communications. My greatest strengths are communication, strategic thinking, team leadership and creativity. These skills, combined with an analytical mindset, allow me to drive effective, efficient marketing campaigns that resonate with intended audiences and generate results for my company and its partners. My various marketing and communications roles have allowed me to gain invaluable experience within several business verticals, including residential and commercial real estate, construction and development, hotels and resorts, restaurants, spas and more.

Professional Experience

Southern Management Companies, Vienna, VA
Marketing and Communications Manager **May 2012 – present**

Southern Management Companies (Southern) is one of the largest residential property management organizations in the United States. The company acquires, develops and manages real estate properties in the multifamily residential, commercial and hospitality sectors.

- Leader, coach and mentor for in-house marketing and communications team
- Develop and implement strategic B2B and B2C marketing and communications solutions for Southern's portfolio of 75 apartment communities (25,000+ units), 4 hotels and conference centers, a ski resort and various restaurant and spa operations
- Drive digital marketing campaigns, including ongoing optimization of social media and other digital strategies based on key performance metrics
- Oversee ongoing SEM strategies (paid and organic) for Southern's corporate, property and resort/hotel websites
- Lead the strategic development and implementation of creative campaigns, marketing programs and communications initiatives
- Plan and execute branding, marketing and communications strategies for new (start-up) hotel and conference center properties (flagged and independent)
- Oversee public relations efforts for Southern's corporate and property-specific strategies
- Provide creative direction and oversight for all interior and exterior sign projects
- Decreased annual corporate marketing budget by 45% in the span of 8 years, while increasing YOY website traffic, applications and occupancy
- Modernized print programs to save \$200,000+ annually
- Led SEO-focused website development strategy that enabled an average 5% YOY increase in traffic, while decreasing paid marketing budget by 20%

Riverstone Residential Group, Rockville, MD
Regional Marketing Manager **April 2011 – May 2012**

Before being acquired by Greystar in June of 2014, Riverstone Residential Group (Riverstone) was the 2nd largest multifamily real estate services company in the United States.

- Oversaw marketing and advertising efforts for a portfolio of 70+ apartment communities in the Mid Atlantic and Northeast divisions of Riverstone
- Developed comprehensive branding and identity campaigns for new lease-up properties and repositioning strategies for acquisitions
- Worked with regional managers and asset managers to plan and implement cost-effective marketing strategies to increase occupancy and improve financial performance
- Provided strategic and creative direction to agencies and digital marketing firms for website development projects, print collateral, advertising campaigns, etc.
- Trained Riverstone's social media marketing program to field representatives

- Prepared and presented marketing and communications strategies as part of new business pitch presentations for institutional fee management clients
- Analyzed a combination of reports from CRM, Google Analytics, property management software, etc. and provided ongoing recommendations for improving performance
- Reviewed leasing performance reporting and provided consultation and training to regional managers, property managers and leasing teams as-necessary

The Bozzuto Group, Greenbelt, MD

Senior Marketing Manager

July 2008 – April 2011

The Bozzuto Group (Bozzuto) is a privately held real estate services organization specializing in development, construction, management, acquisitions and home-building.

- Developed marketing/branding strategies and programs for Bozzuto, its business partners and clients
- Oversaw multimedia marketing efforts for a portfolio of 35+ apartment properties in VA, DC, MD and MA
- Developed, implemented and managed 40+ media schedules (avg. \$50,000/yr) and start-up marketing budgets (avg. \$150,000)
- Led image development process for new mixed-use real estate projects
- Worked with web developers and third-party agencies to implement best practices for SEO and PPC programs
- Established integrated lead-tracking solutions to evaluate effectiveness of marketing campaigns and media sources
- Utilized lead-tracking reports and website analytics to identify and react to market trends and campaign performance (enabled an average 15% decrease in ad expenses)
- Negotiated and executed all marketing contracts (ad costs decreased to 10% below rate card on average)
- Negotiated and developed a consolidated online print procurement solution, which resulted in over \$150,000 in annual savings
- Brought media placement in-house, creating more than \$75,000 in annual savings

Southern Management Companies, Vienna, VA

Marketing Manager

Marketing Coordinator

Nov 2004 - June 2008

Mar 2000 – Nov 2004

Southern Management Companies (Southern) is one of the largest residential property management companies in the United States. The company acquires, develops and manages real estate properties in the multifamily residential, commercial and hospitality sectors.

- Managed in-house marketing team
- Prepared and managed annual corporate marketing budget of \$1,000,000
- Developed and implemented marketing plans and branding strategies for Southern's corporate and property-specific initiatives
- Evaluated advertising opportunities, negotiated rates and placed advertising for Southern and its properties
- Worked closely with ad agencies and in-house design team to develop brand and identity packages, websites, advertising campaigns, print collateral, training materials, etc.
- Managed large interior and exterior sign projects, from conceptual design through production and installation
- Collaborated with regional managers and property managers to diagnose vacancy problems and formulate strategic solutions

Education

**Radford University, Radford, VA,
Bachelor of Science Degree**
*Major: media studies - advertising concentration
Minor: marketing*

Dec 1998

Core Efficiencies

- Verbal and Written Communication
- Strategic Thought Leadership
- Team Leadership and Mentoring
- Creative Development
- Branding and Identity
- Internal/External Communications
- Public Relations
- B2B and B2C Marketing
- Digital Marketing and Social Media
- Search Engine Optimization
- Email Marketing
- Content Marketing
- Data Analysis and Optimization
- Print and Production Management

Technical Skills

- Microsoft Office Suite
- Adobe Creative Suite
- Wordpress
- Google Analytics
- Google Adwords
- Basecamp
- Zendesk
- Monday
- Mail Chimp
- Facebook
- LinkedIn
- Instagram
- Twitter
- YouTube