AVA LAMBERTI

MARKETING | BRAND STRATEGY | COMMUNICATIONS | EVENTS

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EDUCATION

Florida State University, Herbert Wertheim College of Business | Tallahassee, FL **May 2027**

B.S. Real Estate & B.S. Management | Minor in Marketing | President's List | Dean's List | Florida Bright Futures Academic Scholar

PROFESSIONAL EXPERIENCE

Florida Technology Council | Tallahassee, FL **Aug 2025 - Present**

Director of Marketing

- Lead organization-wide marketing, brand, and communications strategy across social media, email, digital campaigns, and live events.
- Created and launched an original technology magazine from concept through publication, featuring nationally recognized brands and distributing copies to every representative in the Florida Capitol.
- Manage and mentor a three-person marketing team, directing creative strategy, campaign execution, content development, and workflows.
- Direct event marketing, sponsorship collateral, social content, graphics, video, signage, and branded assets in partnership with executive leadership and external stakeholders.

Premier Estate Properties | Boca Raton, FL

Marketing Coordinator | May 2026 - Aug 2026 • Marketing & Real Estate Intern | May 2025 - Aug 2025

- Returned following the 2025 internship in an expanded marketing role, leading company-wide Canva implementation, branded templates, and staff training.
- Managed 11 50+ page community guidebooks, coordinating content, design, imagery, branding, and production across completed and in-development publications.
- Created luxury real estate marketing collateral across print and digital channels, including brochures, social graphics, logos, community guides, and listing assets.
- Closed a $1.7M residential real estate transaction in May 2026 as a Florida Licensed Real Estate Sales Associate, demonstrating strength in client relations, negotiation, marketing, and high-value sales.
- Supported a multimillion-dollar-producing agent by managing property listings, media, marketing initiatives, and CRM accuracy.

Coldwell Banker | Tallahassee, FL **Aug 2025 - May 2026**

Marketing Coordinator

- Overhauled the brokerage's Instagram presence and social media strategy, creating a more cohesive, modern, and engaging digital brand.
- Introduced new branding, templates, creative standards, and collateral across digital and print channels while managing listings, photography, video, and social content.
- Partnered with agents and leadership to execute property campaigns, community outreach, and client communications that strengthened brokerage visibility and engagement.

Conover Cove, LLC | Middletown, NJ **Jun 2024 - Aug 2024**

Marketing & Real Estate Intern

- Managed Airbnb and rental operations, coordinating bookings, guest communications, check-ins, property readiness, and guest experience.
- Developed property marketing brochures and supported property presentation, tenant needs, local resources, and interior improvements.

ADDITIONAL HOSPITALITY EXPERIENCE

It's All Greek | Server & Team Trainer **Aug 2023 – Present (Seasonal)**

- Delivered high-touch guest service in a fast-paced restaurant environment while training new team members on service standards, menu knowledge, and daily operations.

Raw Juce | Team Lead & Trainer **Aug 2022 - Aug 2023**

- Trusted with opening and closing operations, guest service, and training new team members while maintaining brand and service standards.

DECA | Travel & Tourism National Finalist **Apr 2023**

- Competed nationally in Travel & Tourism through role-play scenarios requiring analysis of real-world hospitality challenges and presentation of solutions related to guest experience, restaurant operations, and tourism

LEADERSHIP & INVOLVEMENT

Kappa Delta Sorority, Florida State University | Recruitment Assistant

Helped recruit and select approximately 100 new members from a pool of 2,200 prospective members; supported interviews, logistics, scheduling, and event coordination.

Real Estate Society, Member | Kappa Delta Transfer Committee, Appointed Officer | BLU Crew FSU, Member

SKILLS & CREDENTIALS

Marketing: Brand Strategy, Digital Marketing, Social Media Strategy, Content Creation, Event Marketing, Email Marketing, Campaign Development, Copywriting

Creative & Technology: Adobe Creative Suite, Adobe Premiere Pro, Canva, Microsoft Office, Google Workspace, CRM Platforms, Real Estate Listing Platforms

Credentials & Recognition: Florida Licensed Real Estate Sales Associate; Dale Carnegie High Impact Communication; CBRE Commercial Real Estate Simulation