

KELLY MURPHY-REDD

850.723.4541



murphyreddmarketing
@cox.net



118 Blossom Creek Run
Niceville, Florida 32578



SKILLS

Professional Writer

Research

Marketing & Public Relations

Detail & Big-Picture Oriented

Creative Problem Solving &
Decision Making

Project Planning & Adaptability

Interior & Exterior updating

17 years Real Estate Sales

Six years Real Estate Development

EDUCATION

BACHELOR OF ARTS

Theatre Arts

New Mexico State University

Dean's List

Mark Medoff Endowment
Scholarship

CEcD

Certified Economic Developer
International Economic
Development Council 2008

REAL ESTATE BROKER
State of Florida

PROFESSIONAL PROFILE

- Writer
- A Certified Economic Developer since 2008 and Licensed Florida Real Estate Broker with 26 years of marketing experience, 17 years of real estate sales experience and six years of real estate development experience
- Sole marketing director, real estate listing/sales agent during an eight-year period resulting in over \$26 million in property sales
- Specializing in project planning and implementation through team building, research, communication, idea generation, creative problem solving, data retention and tracking
- Strong military affinity as child of decorated Air Force Veteran

EXPERIENCE

MURPHY REDD MARKETING 2018-present

- Write articles, blogs, case studies, client profiles, website content, newsletters and press releases
- Plan and implement marketing strategies
- Design ads, flyers and business cards for publication and facilitate creation of logos, signage and website re-design
- Create and conduct PR and social media campaigns
- Generate interior and exterior updates for clients needing image refresh
- Help plan events

DIRECTOR OF SALES & MARKETING

Ruckel Properties, Inc., Niceville, Florida | April 2004-February 2018

- Reported directly to the President/CEO and served as advisor on most company matters
- Spearheaded change from the primary 50-year residential focus to include mixed-use development by persuading through written and oral briefings
- Became integral member of development team planning an 1100-acre, mixed-use community
- Facilitated the project by creative problem-solving and idea-generation, research, retaining information, producing reports, summaries and policies, communicating ideas, evaluating and revising consultant work product when needed to strengthen, streamline, and enhance the final product
- Worked closely with infrastructure developer, engineers, planners, municipalities and utilities to develop the 1100-acres by actively participating in meetings, analyzing information and data, aiding in decision making and tracking action items and progress
- Developed, communicated and enforced policies and crafted, organized and managed approved-builder selection process, design review process and building process for 1100-acre project
- Researched and vetted economic & retail development consultants, who were ultimately hired by the President

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TECHNICAL SKILLS

Microsoft Office Suite

Adobe Photoshop

Adobe Illustrator

Kentico CMS

PROFESSIONAL DEVELOPMENT

Intro. Economic Development.
IEDC/CALED
Studio City, CA 2007

Economic Dev. Strategic Planning
IEDC San Antonio, TX 2007

R. E. Development & Reuse
IEDC San Antonio, TX 2007

Credit Analysis
IEDC St. Petersburg, FL 2007

Managing Economic Dev. Org.
IEDC Dallas, TX 2007

Business Retention & Expansion
IEDC Phoenix, AZ 2007

Neighborhood Development
Strategies IEDC Reno, NV 2009

Workforce Development
IEDC Washington, DC 2014

Entrepreneurial & Small Business
Dev. IEDC Atlanta, GA 2017

EXPERIENCE (continued)

- Managed customer relations that included property buyers, builders, real estate agents, appraisers and lenders
- Collaborated with consultants to develop action plan for commercial properties to include retail recruitment and development strategies as part of strategic plan for community development
- Initiated and maintained dialogue with stakeholders regarding conceptual plans for and future economic impact of mixed-use 1100-acre development
 - Cultivated and maintained relationships with economic development organizations, local businesses, community leaders, utilities, educational institutions and local government in order to benefit from their expertise and resources as well as secure cooperation
- Developed and implemented sales strategies and pricing for residential & commercial property
- Directed and supervised team members
- Managed real estate office operations resulting in my acting as sales manager
- Generated over \$26 million in real estate sales, as marketing director, selling and listing agent in eight years including the “Great Recession” and the “Deep Water Horizon Oil Spill”
- Outperformed the three other agents combined during the previous four-year period by selling three times as many lots
- Succeeded in meeting the financial obligations of the company by ensuring sales closed by deadline dates during a time of increased project spending by management and assembling a team to analyze the finances and cash flow to assure future obligations were met
- Directed marketing strategies, managed public relations efforts and administered charitable contributions
- Created marketing strategies for four residential communities
- Researched and formulated market analysis reports
- Designed all advertising using Adobe Photoshop and Illustrator
- Wrote all content and took photographs for advertising, press releases and collateral materials
- Researched, hired and directed two web design companies during tenure
- Wrote all content and took photographs for website
- Conducted all content management to update website
- Negotiated and managed media contracts for first time in company history
- Constructed and implemented marketing plan and budget for first time in company history
- Convinced management company logo needed to be redesigned and the initiative was adopted
- Created and updated Excel tracking document used in staff meetings
- Generated real estate sales reports in Excel
- Attended IEDC annual conferences and Gulf Power annual symposiums

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REFERENCES

NATHAN SPARKS

Executive Director

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DR. DAVID GOETSCH

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President Emeritus

Founder/Life Director

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ROBERT BLACK

Col USAF (Ret.)

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Vice President

Jenkins Engineering, Inc.

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matt@jeicivil.com

EXPERIENCE (continued)

MARKETING CONSULTANT

Visible Ink & Freelance, Destin/Fort Walton Beach Florida | 1998-2004

- Supported business owners' plans for startup and expansion by guiding them to clarify their vision, business concept and brand
- Collaborated in forming new partnerships between businesses
- Created marketing materials and directed placement in various media

ARTISTIC DIRECTOR

Mattie Kelly Arts Foundation, Destin, Florida | 1996-1997

- Directed all aspects of theatre productions
- Organized concerts, acting camp & fundraising events
- Hired & supervised personnel
- Conducted public relations activities
- Designed & implemented marketing strategies
- Managed day to day office operations including payroll, accounts payable and accounts receivable
- Identified and pursued funding opportunities for non-profit organizations
- Reported to the board of directors

AFFILIATIONS

- Word Weavers International
- Past Chairman Okaloosa Economic Development Council
- International Economic Development Council
- Okaloosa EDC Business Leadership Council Trustee 2010-2019
- Okaloosa EDC Investor Value & Growth Committee 2011-present
- Tri-County Community Partnership Initiative Committee 2017-present
- Greater Fort Walton Beach Chamber of Commerce
- Defense Support Initiative Committee 2017-2018
- Past Member Technology Coast Manufacturing and Engineering Network
- Honorary Commander 505th Combat Training Squadron Hurlburt Field AFB 2012
- Leadership Okaloosa Graduate 2010-2011
- City of Valparaiso's Economic Development Planning Committee & Strategic Planning Core Committee 2008-09
- Emerald Coast Association of Realtors, FAR, NAR
- Past Member International Council of Shopping Centers
- Past Member California Association for Local Economic Development
- Past Member Emerald Coast Advertising Federation
- Past Member Niceville/Valparaiso Chamber of Commerce
- Past Member Niceville/Valparaiso Military Affairs Committee
- Past Member Emerald Coast Heritage Museum
- Past Board President for A Family's Future, Inc. (five years)
- Past Director for Indigo Village Homeowner's Association (three years)