

Cassandra VanNuys Dean

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PROFILE

Broad successful experience in the real estate industry. Background includes revenue management, sales, marketing, financial management, operations management, recruitment, team building, training, customer service, extensive interaction with senior level executives and investors. Action-oriented, strong communicator, excel in customer service, effective developer of people, persuasive negotiator, capable leader, and keen attention to detail.

PROFESSIONAL HIGHLIGHTS

REALPAGE REVENUE MANAGEMENT ADVISORY SERVICES - SENIOR MANAGER NOVEMBER 2021 – OCTOBER 2024
Managed a team of AI Revenue Management and YieldStar Revenue Management Advisors supporting client across the nation. Success leader focused on revenue maximization based on asset specific strategy, facilitating opportunities leveraging data science, managing client relationships and risk mitigation. Experienced expert in related client business procedures for analyzing operations and reporting performance results while leaning on various RealPage products, including Performance Analytics with Benchmarking and Market Intelligence.

AI REVENUE MANAGEMENT & YIELDSTAR ADVISOR MAY 2016 – NOVEMBER 2021

Partnered with asset managers and multifamily executives to maximize revenue on multifamily real estate including lease-up, long-term hold, disposition, renovation, conventional, student housing and affordable portfolios. I provide consulting, recommendations, and performance results on revenue improvement strategies to apartment industry owners, investors, and managers. I am proficient with AI Revenue Management, YieldStar, Performance Analytics/Benchmarking, OneSite Leasing & Rents.

BALFOUR BEATTY COMMUNITIES - REGIONAL PROPERTY MANAGER JULY 2004 – FEBRUARY 2016

Executed property management best practices to protect owner's investments and maximize profits while maintaining multi-site portfolio-wide integrity. Responsible for monitoring and leading on-site administration and accounting, expense control, and creating net operating income. Responsible for the development, implementation and oversight of operating budgets and forecasting. Ability to articulate a compelling vision, purpose and direction that inspires others to follow, attracting, developing, and retaining talented individuals through coaching, counseling, and annual development reviews. Successful in constructing and supporting effective partnerships internally and externally. Expert at oral and written communication; clear, unambiguous and to the point. Develops marketing strategies for properties to generate qualified prospective rental traffic with a focus on competitor research and outreach marketing. Ability to build a foundation for teamwork with the reputation for honesty, reliability, and loyalty.

ARCHSTONE COMMUNITIES/ARCHSTONE-SMITH – SENIOR COMMUNITY MANAGER - JUNE 1999 – JUNE 2004

Acted in various managerial capacities to run a variety of multi-family housing properties; garden-style, high rise, lease-up, acquisition and disposition. Proven and award-winning managerial record including hiring and training. Implemented sales and marketing programs with a focus on competitor research. Responsible for revenue and expense health, financial reporting, budgeting, payroll, accounts payable, accounts receivable and legal proceedings. Development of creative new service programs for customers, increasing quality and brand equity

EDUCATION

BFA, SAM HOUSTON STATE UNIVERSITY Huntsville, TX

RealPage Certified Revenue Manager - AI Revenue Management and YieldStar

Certificate CDPM I & II

SELECTED TECHNICAL SKILLS

AI Revenue Management, YieldStar, Performance Analytics with Benchmarking, OneSite Leasing & Rents, Demandx Advertising & Leasing, MS Word, MS Excel, Power Point, Yardi