

# CHEYENNE MROCKOWSKI

## MARKETING SPECIALIST

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Portland, Oregon

## PROFESSIONAL SUMMARY

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I am a Marketing Specialist with 3 years of experience in the multi-family housing industry. I am passionate about expanding my knowledge of design, marketing strategy, and data analysis. My goal is to consistently provide innovative solutions to all marketing challenges.

## EXPERIENCE

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### **Affinity Property Management**

2022-Present

#### *Marketing Specialist*

##### Digital Marketing & Advertising

- SEO & Content Marketing: Focused on creating and optimizing website content to boost organic search ranking.
- Paid Advertising: Worked with Google ads to create digital ad campaigns.

##### Social Media & Community Engagement

- Social Media Strategy: Developed social media content campaigns to boost following for corporate page and individual properties.
- Content Creation & Management: Created visually appealing content for social media like Facebook, Instagram, and LinkedIn.

##### Branding & Design

- Visual Branding: Created logos, branding packages, websites, flyers, business cards, signage, and other collateral for new properties.
- Design Tools: Learned to use design platforms like Canva.
- Property Websites: Created and maintained branded websites for 84 properties. Developed an HTML code for a FAQ page that was used on multiple properties.

##### Lead Generation

- CRM Tools: Used Yardi Rentcafe, CRM IQ, and Voyager to maintain prospect data and generate reporting to make data-driven marketing decisions.
- Lead Generation & Conversion: Focused on creating marketing strategies that brought in qualified traffic.

##### Market Research & Strategy

- Industry Trends: Stay up-to-date on the latest trends in multi-family housing industry by attending data analysis seminars.
- Data-Driven Insights: Used reporting and competitor research to create in-depth marketing reports.

##### Strategic Partnerships & Networking

- Partnership Development: Cultivated strong and collaborative relationships with ownership groups to ensure alignment on marketing strategies and goals.
- Collaborative Marketing: Worked with vendors to maintain strong marketing strategies using multiple types of marketing channels. This included monthly representative meetings to ensure great open communication with all vendors.

## EDUCATION

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### **Bachelor's in Marketing**

2020-2023

*Portland State University*