

Elaine Corbi

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OBJECTIVE: To obtain a management level position utilizing my extensive experience in sales and marketing.

HIGHLIGHTS OF QUALIFICATIONS

- Managed sales to produce over \$75 million in new home sales.
- Tripled annual sales volume to \$1.5 million for consumer real estate publication
- Achieved top sales awards in all previous positions.
- Skilled in developing a powerful business network.
- Directed business development, sales and project management, budgeting and financial planning
- Managed an aggressive sales staff that consistently exceeds projections.
- Recognized leader in new home sales and marketing.
- Branded area New Home Builder to national levels.
- Developed Award winning design center.

EMPLOYMENT EXPERIENCE

DELUCA HOMES,

Director of Sales and Marketing-March 2007-April 2009

Managed over \$75 million in new home sales

Managed all sales personnel

Conduct comprehensive market studies and feasibility analysis

Developed all marketing plans for the organization

Prepared sales budgets and Performa analysis

Developed and coordinated the openings of all new home communities

Developed and implemented mortgage programs with preferred lenders

Conducted and planned all corporate marketing events

Implemented the development of new product

Prepared land feasibility analysis

Implemented all corporate and community advertising for Northeast and Southeast divisions

Managed all print media and internet media

Managed website and SEM analysis

Implemented public relations for Northeast and Southeast divisions

SIGNATURE HOMES, INC,

Director of Sales and Marketing-March 1999-March 2007

Managed over \$60 million in new home sales

Managed sales and design center personnel

Conduct comprehensive market studies and feasibility analysis

Managed the settlement department

Developed all marketing plans for the organization

Prepared sales budgets and Performa analysis

Developed and coordinated the openings of all new home communities

Implemented and developed all mortgage programs with preferred lender

Located land and parcels for community developments

Implemented the development of new product

Prepared land feasibility analysis

Conducted all corporate and community advertising

Implemented, developed and coordinated website

RYLAND HOMES,**Director of Sales and Marketing-Delaware Valley-March 1997-March 1999**

Produced over \$50 million in New Homes Sales
Supervised the settlement department
Responsible for all sales and marketing of the Delaware Valley Division
Conducted community feasibility analysis
Managed sales and design staff
Implemented the development of new product

HASS PUBLISHING COMPANIES, INC/ PRIME MEDIA INC.**Publisher, New Homes Guide, Delaware Valley-January 1992-March 1999**

Managed sales staff and administrative personnel
Initiated and implement strategic marketing plans
Coordinated production of graphic materials with in-house staff
Conceived, developed and administered sales support programs
Established and monitored annual budgets consistent with corporate sales projections and individual goals
Associate Publisher, New Homes Guide-January 1993-January 1994
Account Executive, New Homes Guide-January 1992-January 1993

BERKELEY REALTY GROUP**Sales Manager, New Homes Division-May 1986-January 1992]**

Produced sales in excess of \$26 million
Managed sales and day-to-day operations for multiple new home communities
Coordinated and implemented advertising and marketing plans
Hired, trained and supervised sales staff

COLDWELL BANKER COMMERCIAL REAL ESTATE SERVICES**Specialist/Investment Sales-May 1984-May 1986**

Listed and sold exclusive properties ranging from \$2 to \$7 million in Manhattan
Assisted in negotiations for commercial real estate transactions from \$2 to \$125 million
Represented national and international property investors

PROFESSIONAL DESIGNATIONS, AFFILITATIONS AND HONORS

Licensed Real Estate Sales Associate, New Jersey and New York
President, Sales & Marketing Council, Builders League of South Jersey
Sales Person of the Year, Housing Guides of America
Sales Manager of the Year, Builders League of South Jersey
Marketing Director of the Year, Builders League of South Jersey
Advanced Certified Sales Specialist (CSP), National Association of Home Builders
CSP Instructor, National Association of Home Builders
Member, National Association of Home Builders
Received numerous MAME and Pinnacle Awards for various New Home communities
Active member of Habitat for Humanity and Homes for Our Troops

EDUCATION

Saint Peter's College
B.S.-Marketing Management, Minor: English
Deans List

Computer Applications:
MS Office, Word, Excel,
Power Point, IHMS