

GINNY FINK

MARKETING MANAGER | MARKETING & CUSTOMER EXPERIENCE LEADER

804.727.9622 • ginnyfink@gmail.com • ginnyfink.com • linkedin.com/in/ginnyfink • Richmond, VA

Core Skills

- Marketing Strategy & Leadership
- Brand Architecture & Rebranding
- Revenue & Growth Marketing
- Customer Experience
- CRM & Lifecycle Marketing
- Content, Web, Social, Email & Print
- SEO / SEM
- YouTube Optimization & Video SEO
- Meta Advertising & Automation
- AI-Assisted Marketing (Claude, ChatGPT, Perplexity)
- Campaign Analytics & Reporting
- PR & Communications
- Vendor, Agency & Budget Leadership
- Team Development & Training
- Event & Field Marketing

Tools & Platforms

Google Analytics & Ads • HubSpot • Salesforce & CRMs • Basecamp & Project Management Platforms • WordPress • Adobe Creative Suite • Canva • Claude • ChatGPT • Perplexity • Meta Business Suite & Ads Manager • YouTube Studio • Mailchimp • SocialPilot • Microsoft Office • Google Workspace • Mac & PC

Education

B.A., Marketing Communications

Mary Baldwin University

Master's Coursework, Media Management & Corporate Communications

Virginia Commonwealth University

Profile

Marketing leader with more than 10 years across real estate, agency, nonprofit, and tech. I build brands, run the campaigns and content behind them, and stay close to the customer the whole way through. I've led full rebrands, managed marketing across every channel, built and coached teams, and delivered real, measurable results in leads, engagement, and retention.

Professional Experience

Park27 Real Estate & The Chris Small Group, Richmond, VA

Marketing, Agent & Customer Relations Manager

Apr 2025 to Present

- Run the marketing for two real estate divisions, supporting **20+ agents** and associates.
- Led a full rebrand and keep everything looking and sounding like one brand, across listings, digital, communications, and client materials.
- Manage the CRM, lead nurturing, and lifecycle email that **grew customer engagement 26%** and brought in more retention and referrals.
- Produce and optimize video, social, and YouTube content for search, using AI tools (Claude, ChatGPT, Perplexity) to move faster.
- Run **Meta advertising and automation** on Facebook and Instagram to reach more people, bring in leads, and stay in front of prospects.
- Own the **budget and vendors**, negotiating and coordinating agency and vendor partnerships to get the most out of every dollar.
- Plan and run **events and field marketing**, from listing and client events to community activations.
- Partner with ownership and leadership to keep marketing tied to the business and revenue goals.
- Built onboarding and training programs to get agents and staff up to speed on the brand and our marketing systems.

CoStar Group (Homes.com / Apartments.com), Richmond, VA

Content Manager & Researcher

Nov 2020 to Nov 2024

- Built and managed property and marketing content across **Homes.com and Apartments.com**, keeping it accurate, complete, and on-brand at scale.
- Researched and verified listing data, market details, and community info so content stayed current and trustworthy for millions of home and apartment seekers.
- Recruited and managed freelance marketers and contributors, and set the bar for content quality and style.
- Tuned content for search and engagement, making it easier to find and keeping people on the site longer across both marketplaces.
- Ran customer marketing that got more owners and agents actually using the Homes.com & Apartments.com tools.
- Coached **3,000+ property owners and agents** on listing best practices, lifting their performance and retention about 15%.
- Beat my goals month after month**, which fed directly into revenue growth.

Joyner Fine Properties • HHHunt • Community Housing Partners • Main Street Homes, Richmond, VA

Marketing Manager

2013 to 2020

- Ran marketing and sales for luxury, residential, multifamily, and new-home communities across multiple states.
- Managed sales teams and campaigns that **grew traffic, leads, and home sales 20%**.
- Directed **website development**, building and maintaining community and brand sites, listing pages, and digital content.
- Handled **vendor management**, sourcing, negotiating, and directing photographers, printers, agencies, and media partners.
- Planned and ran **events**: community launches, grand openings, model-home events, and on-site promotions start to finish.
- Managed budgets, print and digital ads, signage, and brand consistency across every community and channel.
- Created the collateral, email, and social content that brought in qualified traffic and kept the sales pipeline full.