



## Michelle Boodoo

### Professional Summary:

Highly motivated and results-driven marketing associate turned realtor with 14 years of commercial and marketing experience. Proven track record in brand development, event management, budget control, and sales generation. Adept at enhancing corporate marketability through digital and print marketing strategies. Strong organizational and planning skills with a successful history in event planning.

### Core Competencies:

- Strategic Marketing & Sales
- Digital & Email Marketing
- Budgeting & Allocation
- Market Research
- Event Planning & Execution
- Cross-Functional Project Team Leadership
- Productivity and Efficiency Improvement
- Public & Media Relations
- Customer Relationship Management
- Vendor & Client Communication
- Internal Auditing
- Relationship Building

### Professional Experience:

#### Director/Real Estate Agent - Cen-Trin Real Estate Management Services Limited (Nov 2022 - Present)

- Oversee planning, design, and construction of new developments.
- Manage real estate agent team and day-to-day operations.
- Research market trends, negotiate deals, and oversee construction.
- Build relationships with local businesses and community leaders.

- Recommend strategies for maximizing profits and minimizing risks.

### **Senior Real Estate Agent - Cen-Trin Real Estate Management Services Limited (Feb 2021 - Nov 2022)**

- Support Senior Real Estate Broker in achieving company goals.
- Handle administrative tasks, research, and marketing.
- Manage online and social media platforms.
- Network with potential clients and local businesses.

### **Real Estate Agent - Cen-Trin Real Estate Management Services Limited (Feb 2017 - Jan 2021)**

- Collaborated with Senior Real Estate Broker.
- Handled administrative tasks, research, and marketing.
- Managed online and social media platforms.
- Networked with potential clients and local businesses.

### **Admin Manager/Secretary - Property Tax Consultancy Limited (Oct 2021 - Present)**

- Implemented marketing plans and administrative duties.
- Stayed current with industry updates and laws.
- Monitored online and social media platforms.
- Generated leads.

### **Marketing Execution Manager - Coca-Cola Company (CAMCAR) (Oct 2016 - Feb 2017)**

- Supported Bottlers from various Caribbean Islands in executing marketing plans.
- Collaborated with Corridor Leaders and Bottlers.
- Managed budgets and created community-based programs.

### **Marketing Manager - Coca-Cola Caribbean Bottlers T&T Ltd. (2010 - 2017)**

- Developed brand strategies and marketing initiatives.
- Managed budgets and established community-based programs.
- Promoted and maintained a positive organizational image.

### **Brand Manager - Coca-Cola Caribbean Bottlers T&T Ltd. (2007 - 2010)**

- Developed CBTTL's products within marketing and PR.
- Conducted market research and liaised with intermediaries and media.

#### **Sales Coordinator - Coca-Cola Caribbean Bottlers T&T Ltd. (2004 - 2007)**

- Transformed the Sales department's selling techniques.
- Resolved customer and consumer complaints/requests.

#### **Technical & Sales Coordinator - Coca-Cola Caribbean Bottlers T&T Ltd. (2002 - 2004)**

- Managed CDE placement and equipment maintenance.
- Coordinated with management to increase sales.

#### **Career Path & Other Notable Jobs:**

- Consumer Response Coordinator - Coca-Cola Caribbean Bottlers T&T Ltd. (2001 - 2004)
- Administrative Asst. 1 - Coca-Cola Caribbean Bottlers T&T Ltd. (2001 - 2001)
- Legal Clerk - Ronald Vailloo & Company (Attorney-at-Law) (1994 – 2000)

#### **Education & Credentials:**

- **Certificate RESL 0101 – Principles of Real Estate Sales, ROYTEC (2023)**

- ABE Level 6 Diploma in Business Management (Current)
- ABE Levels 1-5 Diploma in Business Management (2008)
- CXC O'Levels, St. Augustine Senior Secondary Comprehensive School (1992)

#### **Workshops:**

- Certificate of Service Excellence, Tobago Hospitality & Tourism Institute (2023)
- Brand Innovation Conference, Arthur Lok Jack Graduate School of Business (2014)
- Strategic Marketing Planning, Arthur Lok Jack Graduate School of Business (2011)
- Integrated Management System (ISO 9001:2008 and ISO 22000:2005) – Certificate Internal Auditor, Process Approach Victor & Associates Ltd. (2008)
- Administrative Professionals Programme, The Co-operative Credit Union League of T&T (2008)
- Dangerous Goods by Air Seminar, FedEx Express Corporate Safety (2007)