

Paul Zubrys

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Integrated Marketing Specialist with 20 years experience in sales, lead generation, target marketing, and development of successful marketing tools during my career in the Real Estate Industry as a Builder, Developer, Real Estate Broker, and Entrepreneur.

Areas of Expertise

- Real Estate
- Internet Marketing / SEO / SEM / PPC
- Sales Management / Sales Automation / CRM
- Content Management Systems / Joomla
- Social Media Marketing / Blogs / Email / RSS
- Web Site Design and Coding

Experience

Lake Realty Group, LLC - Owner / Associate Broker

2004 - Present

I have, consistently, been among the top Buyer's Brokers in an affluent market (see zubrys.com/rank.pdf). Nearly 100% of my leads were generated by internet systems I developed; reducing our advertising budget, while increasing production and market share.

I introduced Customer Relationship Management and Sales Automation Systems to develop, and monitor highly targeted strategic campaigns based on a wide variety of customer histories and behaviors.

- Developed and market tested various public facing web sites and portals
- Developed strategy to increase Organic Search traffic to the lead generating web sites
- Created and tested a series of internet Landing Pages to measure and increase Marketing Campaign ROI
- Integrated Content Management, Marketing, and Customer Relationship Management into a seem less system
- Created, in our market, a dominant presence for our company on the internet

In October 2008, I merged my real estate brokerage with another firm, where I continue to serve as a trainer, mentor, and consultant.

Entrepreneurial Endeavors / Physical Rehabilitation

1994 - 2004

While on a construction site in the Autumn of 1992, I was seriously injured by an industrial core machine. The following years had moments of productivity, however, more often I was simply recovering from one of several spine surgeries. The following is a list of small achievements I accomplished during those times I was well enough to work.

- Developed an online storefront, www.CheapHumidors.com to sell "Affordable" Cigar Humidors that were manufactured in China and drop-shipped to my customers in the USA and Canada
- Created a successful Domain Registrar Storefront, www.CheapDomainz.com, to resell internet domain names
- Developed a technique for capturing email addresses from potential customers for a newsletter I published to advertise special "Sales" items
- Purchased and subdivided a parcel of land near Lake Michigan in Long Beach, IN
- Purchased and sold 5 acre building sites in "Horse Country", Hesston, Indiana
- Earned my Private Pilots License

Century 21 Heinz Realty - Real Estate Sales Manager

1986 - 1992

While employed by Century 21 Heinz Realty as a Real Estate Salesperson and their Office Sales Manager in 1989, I began renovating Vacation Homes in Southwest Michigan and eventually built a few Custom Homes including two Lakefront Homes on Lake Michigan. The later, was featured in several magazines and has earned a few awards due to the excellent design by Architect, John Allegretti, of St Joseph, MI.

As the Sales Manager at Century 21:

- I ran weekly sales meetings and created incentive programs
- I introduced "pagers" to the office as the latest tech tool to keep Agents in close contact with prospective buyers
- I developed a "Co-Op" Marketing plan with the Franchise and local banks, title companies, and other related businesses

Skills

Integrated Marketing Strategies

Advertising, Marketing, PR, Interactive Media, Multi Media, Web Marketing, and Organic Search Engine Optimization, Email Marketing.

Internet & Online Solutions

CRM, Sales Automation, Web sites, Portals, Content Development, Domain Hosting, Enterprise Email, Organic SEO and Pay Per Click Internet Marketing, iContact, Constant Contact Email Marketing, Extensive knowledge and experience with Joomla CMS - Content Management System.

Multi Media

Graphics, Illustration, Photography, Photoshop, Corporate Identity, Brand Image Development, Logos.

Computer Software & Applications

WinXP, WinNT, Unix, Word, Excel, Outlook, Photoshop, Illustrator, Acrobat, Dreamweaver, Fireworks, Flash, Corel Draw, WebPosition, WordTracker, Overture PPC, Google Ads PPC.

Manufacturing / Mechanical

I am as comfortable in a Tool & Die shop as I am at my desk. I have considerable experience in a job shop environment on manual machine lathes and vertical mills. I have considerable experience with precision measuring tools and have worked to tolerances within +/- .0005". I greatly appreciate excellence in design, manufacture, and build of automobiles, motorcycles, airplanes, and their components. I have even greater appreciation of the experience one has when testing the limits of those machines in an environment for which they were designed.

Aviation

As a Licensed Private Pilot and Aviation Enthusiast, I am very familiar with the industry. I've logged approximately 150 hours in Cessna C-172 and Piper PA-28.

Education

Andrews University, Berrien Springs, MI

2002 - 2004

Completed Ground School and Flight School to qualify for the FAA Private Pilot License check ride examination which I successfully passed. Successfully completed the Ground School classes required for an Instrument Flight Rules Rating. I hold PPL ASEL, or Private Pilot License, with Single Engine Air and Visual Flight Rules, Ratings.

Michigan Technological University, Houghton, MI

1982 - 1985

Mechanical Engineering Major. Completed two years of study, at which time I was actively brokering real estate transactions, when I decided to pursue real estate investment as a full time career. It was the correct decision.

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