

## **JULIE RITCHIE HILE**

### **06/2015 - Present**

#### **Broker/Owner, Superior Real Estate Network, Inc.**

Day to day real estate operations, sales, service and marketing.

Carrying a listing load of multi-million dollar homes and serving clients at all levels with their individual real estate needs.

### **10/2010-06/2015**

#### **Broker-Associate, Prudential California Realty & Coldwell Banker Residential Brokerage**

Assisting buyers, sellers, renters and relocation clients with navigation and successful closing of real estate transactions. Trained agents in offices and corporate training center on technology and social media. I was also traveling and training for Listingbook during this time.

### **2/2009-7/2010 & 2011-2013**

#### **Market Development Director, Western Region - Listingbook**

Training and development for Listingbook – a web based real estate technology for real estate agents. Identify sales and training opportunities in each real estate market. Strategically manage each market to maximize revenue. Manage Field Contractors, Training Coordinators and Senior Training Consultants.

### **2/2003 – 6/2008**

#### **Vice President Operations – Superior Advertising Group**

Marketing and advertising company specializing in direct mail. Responsible for Human Resources, Accounting, Facilities' Management, Training, Business Development and Client Management. Designed policies and procedures for entire organization. Developed and maintained strong relationships with clients and vendors including the U.S. Postal Service, as major national account. Trained and managed team of 20 employees from the Warehouse to the Boardroom.

### **4/2000-2/2003**

#### **Marketing Director – Pacific Shore Funding**

This role facilitated variety of marketing programs for nationwide mortgage company. Created, proofed and approved direct mail pieces, radio ads and internet marketing campaigns. Reviewed and revised marketing campaigns based on success rate or failure.

### **5/1994-2/2000**

#### **Director of Relocation Services – Coldwell Banker Southern California**

#### **Manager of Client Services – Cendant Mobility (Realogy)**

Management of day-to-day relocation referral program. Developed procedures and trained agents on relocation business. Management of relocation and referral departments resulting in increased sales, profit and client retention. Recruited, trained, managed staff of 20. Corporate Client Portfolio – 15/20

Director/Committee Chair, Orange County Realtors

Director, California Association of Realtors

Director/Past President, Rotary Club of Laguna Beach

Director, Boys & Girls Club of Laguna Beach