

# Anna Sandell

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## EXPERIENCE

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### Marketing and Operations Manager

Apr. 2023 - Present

Guide Property Services | Seattle, WA

- Built the company's in-house marketing capabilities from the ground up as the sole marketer, enabling the launch of full-service offerings including branding, website development, pricing strategy, digital advertising, and vendor coordination.
- Served as the primary point of contact for lease-up clients, overseeing all aspects of project setup, execution, and transition to long-term management while ensuring property teams met performance benchmarks.
- Designed and implemented an overhauled proposal system for prospective clients, improving visual branding and integrating regression-based rent forecasting models.
- Launched and managed the company's Leasing Internship Program; hired, trained, and supervised 2–3 interns and 1–2 leasing agents annually to support portfolio-wide leasing efforts.
- Created investment offering packages to raise capital for real estate development projects, balancing visual polish with financial and regulatory accuracy.
- Ran high-performing Google Ads campaigns that consistently outperformed Zillow and Apartments.com in cost per lead and conversion rate.
- Oversaw the development and optimization of 10+ property websites, collaborating with internal and third-party teams to ensure accuracy, brand consistency, and SEO best practices.
- Managed the company's online reputation, resulting in a 575% increase in positive reviews per month.
- Developed investor-focused email marketing campaigns using Mailchimp, achieving a 25% open rate, 3.6% CTR, and a 775% spike in website traffic.

### Marketing and Operations Intern

Jun. 2022 - Apr. 2023

Guide Property Services | Seattle, WA

- Standardized apartment marketing across a 70+ property portfolio by developing brand-aligned and legally compliant advertising templates and copy guidelines.
- Built an internal ad generation tool using Google Sheets and ChatGPT integration, significantly reducing marketing workload and human error while increasing ad quality and adherence to advertising guidelines.
- Monitored agency-run Google Ads account to provide updates and recommendations to executive leadership.
- Established new video tour standards and edited 115+ branded virtual tours to improve digital leasing content.

### Leasing and Marketing Intern

Jun. 2021 - Sep. 2021

Walls Property Management | Seattle, WA

- Maintained a consistent ad posting schedule, regularly updating to reflect unit availability across 40+ properties.
- Conducted property showings to highlight features and answer questions, resulting in over 30 signed leases.

### Marketing Intern

Jun. - Sep. 2016, 2017, and 2018

The Robbins Company | Kent, WA

- Created technical marketing content for digital platforms tailored to the AEC industry.
- Supported branding and logistics for international trade shows and industry events.
- Maintained promotional inventory and tracked print advertising placements across global campaigns.

## EDUCATION

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Western Washington University | BA in Business Administration - Marketing Conc.

Sept. 2020 - Mar. 2023