

Mary Hamilton Pitcher

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SUMMARY

Passion for success through emphasis on distinguished customer service. Excellent communicator. Creative negotiator. Excellent leadership and relationship building skills. Adept at clarifying issues and advocating solutions. Able to efficiently build a “brand” through communications and marketing. Reputation for honest, confident and warm communication style.

PROFESSIONAL EXPERIENCE

BROKER SALES ASSOCIATE - SEAHORSE PROPERTIES, INC.

6/2011-Present

Fernandina Beach, FL

Sales Associate at independent real estate office on Amelia Island. Highly motivated self-starter. Ability to create and follow a strategic marketing plan. Creative negotiating skills. Perseverance is a key characteristic.

BUSINESS DEVELOPMENT & COMMUNICATIONS – NACDAC

3/2016-2/2017

Fernandina Beach, FL

Created a Development Plan and diligently worked to increase awareness of NACDAC a 501c(3) non-profit, in Nassau County through multiple strategic efforts including PSA’s on PEG Channel, drafting press releases, brochure design and program flyers, electronic communications to coalition members, etc. Designed and created organization’s Comprehensive Community Action Plan. Coordinated the 5th Annual Ben Byrns Runway Rally which NACDAC presents at their annual fundraiser.

COMMUNITY RELATIONS MANAGER – Barnabas Center, Inc.

11/2013-2/2016

Fernandina Beach, FL

Implemented total rebranding/marketing campaign for 501c(3) non-profit organization. Created complete new look for the agency with digital marketing including new website, Facebook page, newly branded hard-copy brochures and environmental branding. Created outreach communications plan which resulted in 50% increase in services from previous year. Authored monthly newsletter through Constant Contact and Mail Chimp. Wrote multiple press releases for programs and services. Designed professional publication advertisements in print and digital formats along with program flyers. Also served as Volunteer Coordinator and implemented a web-based program to capture/track volunteer hours electronically and communicate with volunteers via email regarding schedules, programs, etc.

BUSINESS & COMMUNITY DEVELOPMENT OFFICER – CBC National Bank

10/2009-9/2013

Fernandina Beach, FL

Developed commercial deposit relationships while expanding existing bank relationships resulting in increased profitability for bank. Expanded sales productivity via product knowledge coaching and training with frontline staff. Initiated Community Outreach program with non-profit organizations earning 2 point improvement rating for bank’s Community Reinvestment Act regulatory compliance. Created marketing brochures for banking products reducing marketing costs by 50%. Implemented bank-wide quarterly newsletter for improved communications among bank staff. Elevated bank’s image as a “community bank” by leading financial and budget training classes for Habitat for Humanity homeowners, Cedar Haven Transitional House residents, and local high school students.

AVP, SALES & SERVICE MANAGER - Prosperity Bank

1/2008-8/2009

Fernandina Beach, FL

Recruited to develop commercial and consumer relationships for de novo branch of St. Augustine headquartered bank. Grew branch deposits to \$22 million in first year. Managed, trained and motivated staff to deliver outstanding customer service while building trusting relationships.

AVP, MORTGAGE LOAN ORIGINATOR - SunTrust Mortgage**11/2006-1/2008**

Jacksonville, FL

Recruited to build profitable sales leadership in company's mortgage lending department in highly competitive Amelia Island/Yulee market area. Built effective relationships with top real estate agents and builders resulting in increased sales and profitability. Initiated brown bag lunches with bank front-line staff which increased loan referrals 50%. Awarded regional honor for highest quarterly deposit growth for a lender in two consecutive quarters.

MORTGAGE LOAN ORIGINATOR – Wells Fargo Home Mortgage**4/2006-11/2006**

Fernandina Beach, FL

Effectively networked to establish relationships with local Realtor Association, top real estate agents and builders while marketing Wells Fargo's residential loan products.

VP, RESIDENTIAL LENDING MANAGER – First State Bank of the Florida Keys**4/2004-4/2006**

Key West, FL

Recruited, trained and motivated a staff of 10+ mortgage production and operations personnel. Increased departmental operations work-flow efficiency and loan underwriting which resulted in 50% increase in mortgage sales production. Created/implemented residential construction-permanent loan program eliminating duplicate closing costs for borrowers and resulting in 35% increase in production and profits.

AVP, MORTGAGE LOAN ORIGINATOR – TIB Bank of the Keys**1/1995-4/2004**

Key West, FL

Initiated and managed satellite lending office which consistently exceeded sales volume of all bank locations. Hired, managed and trained processing staff to ensure timely closing of residential loan applications resulting in outstanding customer satisfaction. Consistently surpassed company performance standards and was recognized as top producer from 1996-2003 with annual sales production ranging from \$29 - \$40 million.

CHIEF EXECUTIVE OFFICER - Key West Association of Realtors**7/1983-1/1992**

Key West, FL

Updated administrative and clerical functions by computerizing operations including membership records and the multiple listing service. Annual budget preparation, including accounts receivable and payable, billing and collections. Elevated association's image through multiple initiatives (i.e., neighborhood watch program, high school scholarship program, etc. Guided operation to national and state recognition for outstanding achievement including NAR's Community Service Award and FAR's Education Award and Membership Growth Award.

EDUCATION & CREDENTIALS

Associate of Arts, Paralegal Program, Santa Rosa Junior College, Santa Rosa, California

University of Florida, Master Money Mentor 2011

State of Florida, Real Estate Sales Associate License 2011

Nationwide Mortgage Licensing System & State of Florida Mortgage Loan Originator License 2010

State of Florida, Mortgage Brokers License 1991

State of Florida Real Estate Broker License 2017

TECHNICAL PROFICIENCIES

Microsoft Windows Suite including Word, Excel, Publisher, Power Point & Outlook

Constant Contact, Mail Chimp, Adobe Acrobat, Volgistics, Word Press

Various mortgage lending software including Calyx, Loan Handler, Encompass, Ellie Mae Closing docs

PROFESSIONAL AFFILIATIONS

Amelia Island-Fernandina Beach-Yulee Chamber of Commerce
Leadership Nassau & Leadership Nassau Alumni
Nassau Alcohol Crime Drug Abatement Coalition (NACDAC)
Friends of the Library

AWARDS & ACHIEVEMENTS

Coordinated the 5th Annual Ben Byrns Runway Rally 2016
2014 “Dr. Harry Halley Bow Tie Award” for distinguished volunteer service - AIFBY Chamber of Commerce
2014 & 2015 Coordinator/Planner of Barnabas’ Empty Bowls Luncheon (the organization’s largest annual fundraiser)
2011 Creator/Coordinator first annual AINCAR Home & Patio Show (the organization’s largest annual fundraiser)
2011 “Affiliate of the Year Award” Amelia Island Nassau County Association of Realtors (AINCAR)
2010 Certificate of Appreciation AINCAR
2008 Certificate of Appreciation AINCAR
2007 “Volunteer of the Year Award” AIFBY Chamber of Commerce
2007 “Ambassador of the Year Award” AIFBY Chamber of Commerce
2007 “Affiliate of the Year Award” AINCAR
2007 Graduate Leadership Nassau County