

BELINDA ALANIZ

800 King St. | Orlando, Florida 32801
email@email.com | 407.555.1345

COMMERCIAL REAL ESTATE EXECUTIVE

Accomplished professional with \$10M in P&L responsibility and key experience directing daily operations, finances, sales and marketing, business development, and client relationship management to realize significant revenue increases for multimillion-dollar real estate firms.

Proven history of leading comprehensive real estate operations and facilitating increases in market share and profits while spearheading strategic organizational planning, budget forecasting and management, and key lease negotiations. Expertise in forging and maintaining solid relationships and achieving success in compliance with corporate budgets, guidelines, and objectives. Keen knowledge of local real estate market trends and overall national industry performance; able to increase revenues and EBITA while navigating assets through the severe market downturn. Superior leadership, analysis, and communication skills. **Core competencies include:**

- Strategic Business Planning / Negotiations
 - Outperforming Sales / Revenue Goals
 - Acquisition and Disposition Due Diligence
 - Operational Process Improvement
 - Team Building and Management
 - Cost Reduction and Avoidance
 - Property and Financial Management
 - Project Life Cycle Management
 - Financial / Budget Oversight
 - Relationship Building and Management
 - Capital and Tenant Improvements
 - Rent Roll Preparation
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PROFESSIONAL EXPERIENCE

CB T, Orlando, Florida
REAL ESTATE MANAGER, 2006 – Present

Hold \$7M+ in P&L responsibility for property operations of 1.5M sq. ft. within Orlando MSA. Oversee 10 properties, 4 employees, and 20+ contractors and consultants with accountability for contract negotiations, property management, construction oversight, reporting, and project management. Develop and administer operating budgets with aggregate EBITA of \$8M+ annually; prepare 5- and 10-year forecasts. Serve as chief liaison between 3 portfolio owners, 230 tenants, and 4 leasing agents. Directly report to Director of Orlando, senior management, and clients regarding asset performance, business plan development / execution, and portfolio direction.

- ◆ Leverage hands-on, day-to-day management of assigned portfolio of assets—as well as keen analytical thinking and financial management—to **contain expenses and accelerate revenue growth.**
- ◆ Spearheaded various projects and tenant improvements totaling \$1.1M, delivering at **3% under budget and within all deadlines.**
- ◆ **Orchestrated planning and management of \$45M in capital improvements** toward enhancement of 400K sq. ft. of retail center space.
- ◆ Performed due diligence on 634K sq. ft. of retail shopping centers, including but not limited to estoppels, SNDA, and support for asset managers with pro-forma data; assisted attorneys in reviewing lease information.
- ◆ **Cut operating expenses by 30%** by streamlining vendors from 30 to 5 through focused evaluation of quality, cost, and performance.
- ◆ Received **CB Richard Ellis Rising Star Award** in '07, as well as **Orlando Real Estate Manager of the Year.**

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JAMESON-SHARD COMPANY, Dallas, Texas
PROPERTY MANAGER, 1998 – 2003

Charged with managing 910K sq. ft. of retail, office, and industrial / flex space. Established and directed \$5M+ portfolio budget; developed 5-year budget projections. Produced all sales and marketing packages for managed properties. Facilitated lease negotiations. Delivered portfolio reporting, management, income, and expense forecasting on all owned assets. Performed comprehensive administrative tasks regarding tenant relations for 65 occupants. Supervised 3 direct reports. Reported to CFO.

- ◆ **Slashed portfolio expenses by more than 60%** by employing alternative solutions to rising utility and operating costs through strategic bidding process.
- ◆ **Achieved renewals of \$1M+** and **reduced controllable expenses** by 3% year over year.
- ◆ Successfully performed disposition due diligence on 409K sq. ft. of industrial and office properties.

OAKVALLEY INVESTMENTS, Dallas, Texas
PROPERTY MANAGER / RESEARCH & SALES, 2004 – 2005

Developed and presented sales and leasing packages, executive summaries, and demographic analyses for owners and capital partners. Canvassed and prospected potential tenants for owner-operated retail center vacant space. Produced development and sales pro-formas for proposed acquisitions and dispositions.

- ◆ Packaged, marketed, and brokered disposition of Taco Bueno pad site on 5% cap rate.
- ◆ **Significantly improved occupancy rates** by establishing goals and procedures to immediately respond to leasing inquiries within one hour of receipt.
- ◆ Designed and followed up on strategic marketing initiative to **maximize value on disposition of assets**.

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Quickly established reputation of excellence as Assistant Property Manager (2000 – 2002) with New Plan / Bradford Management Co. in Dallas, liaising between 350+ tenants, 3 LLP partners, and 25 leasing agents.

EDUCATION AND CREDENTIALS

UNIVERSITY OF MARYLAND UNIVERSITY COLLEGE, Heidelberg, Germany
Bachelor of Science in Business Administration | Minor in Finance

Florida Salesperson License #3202432 | Texas Salesperson License #0551546

Activities and Affiliations

Volunteer Budgetary Counselor, Navy Marine Corp Relief Society
Volunteer, Habitat for Humanity (Dallas, Orlando, and Central Florida)
CBRE Team Leader, National Kidney Foundation
Member, International Council of Shopping Centers (ICSC)
Volunteer, St. Theresa Catholic Church food kitchen
Kickboxing Instructor, Morale & Welfare Dept, Naval Station Rota, Spain

Technical Proficiencies

Microsoft Office Suite • Timberline • Skyline • JD Edwards • QuickBooks
Yardi • AS400 • MRI • Spectra • Kardin • Adobe Acrobat • AUTOCAD
Argus • Lotus Notes • Call Center Workstation