



## OVERVIEW

Tami has been in the business of organization, marketing and graphic design since starting her first business at the age of 23. An entrepreneur by genetics, she left the freelance world in January of 2002 to join her mother's real estate team. Passionate about the human impact of buying and selling real estate, Tami combines her diverse background and unique skills to provide a level of client service well beyond average. She is a consummate professional with a strong work ethic, extremely organized and deliberate, thoughtful and very detail-oriented. Her success both in marketing properties and working with buyers and sellers has led to numerous speaking engagements nationwide.

Committed to community involvement, Tami has more than thirteen years of non-profit board experience, and has demonstrated leadership abilities in non-profit and professional organizations. She has specific experience in strategic planning, board governance, bylaws development and transition implementation. Tami ensures that volunteerism and good corporate citizenship are integral parts of her life, personally and professionally.

## PROFESSIONAL EXPERIENCE

The SIMMS Team, ALVA International, Inc. | St. Petersburg, Florida

**REALTOR® and Director of Marketing & Concierge Services | 2002 to present**

Real estate professional working directly with buyers and sellers involving needs assessment, showing property, negotiation and contract oversight. Responsible for comprehensive marketing and advertising of properties for sale, institutional advertising; Develops, oversees and implements annual marketing budget. Developed and oversees concierge program for continuing client service; Responsible for integration of relocating clients into the community.

**Professional Affiliations / Memberships / Designations:**

- Certified International Property Specialist (CIPS)
- Certified Luxury Home Marketing Specialist (CLHMS)
- Certified Residential Specialist (CRS)
- Transnational Referral Certified (TRC)
- Trainer, Institute for Luxury Home Marketing
- Million Dollar Guild Member, Institute for Luxury Home Marketing
- Allen F. Hainge CyberSTARS™, Member – National Advisory Board Member 2011
- CyberProfessionals, Member
- National Association of REALTORS®, Florida Association of REALTORS®, Member
- Pinellas REALTOR® Organization, Member & Public Policy Advisory Committee Member
- St. Petersburg Downtown Business Association, President 2011
- Bay Area Concierge Association, Member
- Licensed Florida Real Estate Salesperson
- RE/MAX International Renowned Properties Advisory Board, Member 2005-2007

Suncoast Tiger Bay Club, Inc. | St. Petersburg, Florida

**Executive Director | 2001 to 2008**

Independent contractor position responsible for oversight and management of high-profile non-partisan political membership organization. Involved database maintenance and communication with +/- 500 members, event planning, venue coordination, budget development, marketing and public relations, web site maintenance, and interaction with elected officials, policymakers and major media outlets. Reported to 26-member volunteer Board of Directors.

**Professional Affiliations / Memberships:**

- Florida Association of Tiger Bay Clubs, Inc.; Member 2005-2009, Board of Directors 2006-2009

**Graphic Strategy** | St. Petersburg, Florida | **Owner** | 1997 to present

Graphic design and marketing services for professionals and businesses of all sizes. Clients range from local to international, utilizing technology to break geographical barriers. Design services include corporate image brochures, direct mail designs, logo creation, brochures, newsletters, print advertising, product packaging, etc. Designs are created utilizing both IBM and Macintosh platforms, requiring working knowledge of multiple software programs and packages. *(Currently under exclusive contract with the SIMMS Team, ALVA International, Inc., but additionally providing in-kind services to not-for-profit and community organizations.)*

**Selected clients included:** Florida Council of Residential Specialists; Earth's Treasures Fine Jewelry & Gifts; *Intuition for Women* Magazine; Malindy Elene Salon Couture; Raymond James Financial Services, Inc.; The Real Estate Book; RISCsolutions Group/RISCmanagement, Inc.; St. Petersburg Area Chamber of Commerce; and Time Warner Cable.

**The Organizational Consultant** | St. Petersburg, Florida | **Owner** | 1993 to 2008

One-on-one consulting services for businesses and individuals, to identify and implement effective organizational systems, as well as business plans. Work involves public relations, customer service, time management, public speaking and problem-solving. *(2001-2008 under exclusive contract with Suncoast Tiger Bay Club, Inc.)*

**Selected clients included:** Bay Isle Clothiers; Color Pages, Inc.; Cumberland Oil Producing Company, Inc.; Florida International Museum; New Method Lasers and numerous individuals.

**Simms Powel Transport, Inc.** | St. Petersburg, Florida | **Co-Owner** | 1997 to 2000

Responsible for management and administration of long-distance national trucking company (family operated), including fiscal operations, permitting and licensure requirements.

**Stouffer Hotels & Resorts** | June 1992 to September 1993

*Now Renaissance Hotels & Resorts*

All positions involved customer service, problem-solving, flexibility, professionalism, computer skills and accounting responsibility. In addition, strong emphasis was placed upon mentoring and team management.

**Stouffer Harborplace Hotel** | Baltimore, Maryland

Management Team: Front Office specialization, with shift rotation throughout all hotel departments, including Culinary (Garde Manger), Banquets, Housekeeping and Guest Services.

**Stouffer Vinoy Resort** | St. Petersburg, Florida

Management Team (Grand Reopening Team Member): Specializations in Concierge Management and Reservations, with shift rotation throughout all hotel departments, including Banquets, Housekeeping, Guest Services and Activities.

## EDUCATION

**Eckerd College** | St. Petersburg, Florida

**Bachelor of Arts Degree** 1992. Major: Visual Arts, GPA 3.75. Initial concentration: International Business. Dean's List; Nominee, Ford Foundation Scholarship 1991

**St. Petersburg High School** | St. Petersburg, Florida | **Honors Diploma** 1988. Advanced Placement Curriculum; Dean's List

## RELATED SKILLS

Basic conversational proficiency in Spanish, Italian and German languages.

Advanced computer software proficiency, including:

- Microsoft Office (Word, Excel, PowerPoint, Front Page, Publisher, Outlook)
- ACT! Database Management Software
- Corel Draw, Corel PhotoPaint
- Adobe Suite (Photoshop, Illustrator, Acrobat)
- Quark Express
- Quicken and QuickBooks
- Multiple web-based applications

## PUBLIC SPEAKING / PRESENTATIONS

**CyberStars™ Summit** | Scottsdale, Arizona | Panel Moderator, "Managing Your Online Reputation" | January 2011

**Leaders in Luxury** | Austin, Texas | Panel Moderator, "Best Practices for Today's Market" | October 2010

**Naples Area CIPS Council** | Naples, Florida | Panelist, "Marketing to Luxury Real Estate Clients" | October 2009

**Coldwell Banker Previews** | Chicago, Illinois | "Tips for Targeting the Luxury Home Market" | December 2008

**RE/MAX New England Fall Educational Conference** | Boston, Massachusetts

Panelist, Luxury Real Estate Marketing | October 2007

**Leaders in Luxury** | Santa Fe, New Mexico | Panel Moderator, "Working in the Multi-Million Dollar Niche" | October 2007

**National Association of REALTORS® Annual Convention** | New Orleans, Louisiana

Panelist, "Words of Wisdom From Luxury Home Market Leaders" | November 2006

**Leaders in Luxury** | Dallas, Texas | Panel Moderator, "Take Your Service to the Next Level ..." | October 2006

**Business and Professional Women/USA** | Dallas, Texas | Issues Management Awards Presenter | July 2006

**International Congress, REALTOR® Association of Miami and the Beaches** | Miami, Florida

Panelist, "Super Star Panel" | June 2006

**Business and Professional Women/Florida State Conference** | Daytona Beach Shores, Florida

Featured Speaker, National Representative | June 2006

**Business and Professional Women/Vermont State Conference** | Stowe, Vermont

Keynote Speaker, Workshop Presenter | June 2006

**RE/MAX International Convention** | Las Vegas, Nevada

Panelist, "Marketing Luxury Properties with the Renowned Properties Program" | February 2006

**The Luxury Conclave** | Palm Beach, Florida

Panelist, "Marketing Luxury Condominiums, High Rises and Co-ops" | October 2005

**Institute for Luxury Home Marketing CLHMS Certification Course** | Dallas, Texas

Panelist, "The Third Day" | June 2005

## CIVIC / COMMUNITY ACTIVITIES

St. Petersburg Downtown Business Association | St. Petersburg, Florida | **President** Member since 2009

City of St. Petersburg | St. Petersburg, Florida | **Human Relations Review Board, Chair** 2007-present

**Business and Professional Women/Florida | Past State President, Past Parliamentarian**

**Board of Directors** 2001-2008. Strategic Planning Committee 2010-2011; Resolutions Committee Chair 2010-2011, 2006-07; Bylaws & Handbook Committee 2007-2011, 2006-07, 2002-03 and 2000-01; Parliamentarian 2007-2008; Issues Management Committee Chair 2000-01; Public Relations Committee Chair 1999-2000.

**State President** 2004-05; Executive Committee 2007-2008 and 2001-2005; President-Elect 2003-04; 1<sup>st</sup> Vice President 2002-03; 2<sup>nd</sup> Vice President 2001-02. **Young Careerist Representative to BPW/USA** 1998

**Business and Professional Women/St. Petersburg-Pinellas | Past President, Parliamentarian**

*Formerly Mid-Day Business & Professional Women of St. Petersburg*

President-Elect 2010-2011; Scholarship Committee 1999 to present; Equal Pay Day Unhappy Hour Committee member 2006 to present; Parliamentarian 2009-2010 and 2004-2008. Bylaws Committee Chair 2007-2009 and 2000-2005; Finance Chair 2008-2009; Breast Cancer Fund Raiser Event Co-Chair 1999-2003; Young Careerist Committee Chair 2000-2002; **President** 1999-2000; President-Elect 1998-1999; Secretary 1997-1998. Member since 1997.

**Helen K. Leslie Award for Service & Dedication** 2009-2010, 2000-2001 and 1998-1999

**Woman of the Year** 1997-98

**PARC (Pinellas Association for Retarded Children) | Social Enterprise Committee** Member 2009 to present

**Queen's Court, Inc.** | Inducted as Princess 2011

**Interlock Club** | Program Chairman, 2009-10; Member 2009 to present

**Entrepreneur's Social Club** | Member 2010 to present

**YWCA of Tampa Bay** | St. Petersburg, Florida | **Past President, Board of Directors**

**Board of Directors** 1997-2007. **President** 2005-2007. Co-Chair, CEO Search Committee, Transition Team & Reorganizational Task Force, 2006. Executive Committee 2005-2007 and 2000-01; Association Nominating Committee Chair 2000-2005; Public Policy Committee Chair 1999-2001; Investment Committee 2000-2001; Strategic Planning Committee 1997-2003.

**Foundation Board** 2007-2008; 2005-2007, *ex-officio member*; **Board of Trustees** 2005-2007, *ex-officio member*

**Business and Professional Women/USA** | Washington, DC

**Issues Management Committee** 2004-2007. Chair 2004-05. **Board of Directors** 2003-2005.

**Family Resources** | **Great Chefs of Tampa Bay** Volunteer 2008 and 1999-2005; Advisory Committee 2000, 2001.

**Honda Grand Prix** | Volunteer 2008

**American Cancer Society** | **Diamonds on the Water Gala** Co-Chair 2007

**Women's Council of the St. Petersburg Area Chamber of Commerce** | Women's Symposium Committee 2002-2006, Co-chair 2004, 2005; Publicity Committee Chair 2001; Member 1999-2007.

**Eckerd College** | **Gulf Coast Roundtable** Advisory Committee 2005-06

**American Cancer Society** | **Hope Lodge** Capital Campaign Speakers' Bureau 2001

**Great American Teach-In** | Pinellas County Schools 2001, 1999, 1997, 1996

**Margo Fischer (D) Campaign for FL House District 52** | **Press Secretary** 1999-2000

**St. Anthony's Healthcare Foundation** | **Gala Event Committee** 1998-99

**American Heart Association** | **Heart Walk Recruitment Leader** 1998

**Boys & Girls Clubs, Inc.** | **Guest Art Teacher** 1992

**Connecticut Public Interest Research Group (ConnPIRG)** | **Canvasser/Staffer** 1988