



John Peretz

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PROFESSIONAL SUMMARY

CMO - VP, Marketing - Marketing and Sales Director - Senior Living Executive - Real Estate Marketing
Strategic Marketing Planning and Execution - Creative Direction and Content Development - Branding, Lead
Generation and Product Launches - Email, PR and Social Media Management
Local, National and Global Marketing Expert - Published Writer - Online and Digital Specialist

EMPLOYMENT HISTORY

Independent Marketing Consultant, Fireball Marketing, Inc. 2002 - 2017 | 2019 - Present

Steamboat Springs, CO and Los Angeles, CA

Primary consultant for location-neutral marketing and public relations company serving a variety of companies in technology, real estate, healthcare, travel, senior living, retail, health and nonprofit sectors.

Director of Marketing, Our House Senior Living May 2017 - January 2019

Portfolio of 31 assisted living, memory care and senior apartments in WI and MN

Responsible for all sales and marketing, sales training, site visits competitive analysis, inbound and referral marketing. Orchestrated major company re-brand and entry into digital marketplace. See OurHouseSL.com.

- Created entirely new digital experience with customized brochure downloads, tour scheduling and video.
- Drove occupancy to levels not seen in several years. Created measurable scorecard concept for houses.
- Introduced geo-fencing digital lead generation programs to reduce A Place for Mom referral fees.
- Improved Glassdoor rating to 4 stars through innovative employee outreach with video testimonials.

Global Marketing Director, Proxio, Inc. 2013 - March 2017

Santa Clara, CA

Outsourced Global Marketing Director for Silicon Valley real estate technology SaaS company with over 750,000 Proxio-enabled real estate agents around the world.

- Increased agent participation by over 400% for Proxio Showcase category launch.
- Achieved 2016 revenue gains of 87% as part of the sales and marketing team.
- Produced email and sales marketing campaigns that had open rates as high as 56%.
- Created original content for case studies, white papers, blogs, industry articles and website content.
- Awarded global marketing award of excellence for Proxio Showcase Agent launch in March 2016.

Chief Marketing Officer, Life Essentials Day Spa 2009 - 2017

Steamboat Springs, CO

Chief Marketing Officer and Co-owner of Life Essentials Day Spa, voted "Best of Steamboat Springs" in annual survey for 7 consecutive years. Developed proprietary ZenYama (Mountain Zen) product line.

- Increased sales by an average of 20% per year since purchasing spa in 2009. Sold spa in 2018.
- Generated over 15,000 online leads through innovative branding and digital programs.
- Expanded sales in off seasons by over 100% through special local pricing and promotional programs.



Outsourced Marketing Director, Instanet Solutions, Inc.
London, Ontario

2011 - 2014

Developed innovative marketing program and new product launches for online real estate technology company offering online forms, e-signing tools, transaction management platform and broker compliance tools that serve over 450,000 agents in North America.

- Launched new e-signature platform in the U.S. and Canada, resulting in 200,000 agent sign-ups.
- Produced all website and email content and customer success case studies.
- Saved over \$100,000 in design fees by using vetted outside sub-contractors.

Volunteer Marketing Director, Boy Scouts of America - Western CO Council
Grand Junction, CO

2010 - 2016

Professional marketing services for the Boy Scouts of America.

- Increased new camp enrollments by 213% from 2014 through 2016.
- Produced complete branding and website for first new Boy Scout camp in Colorado in over 20 years

Marketing Consultant, Verizon Agent Rewards Program
Berlyn, PA

2012 - 2015

Developed complete marketing kit and agent communications for highly successful real estate agent rewards program, that provided agents with gift cards when their new buyer signed up with Verizon.

- Increased agent enrollments by an average of 42% per year throughout United States.
- Achieved annual sales and marketing goal achievement for 45 consecutive months.

Outsourced Global Marketing Director, Futurekids, Inc.
Long Beach, CA

2008 - 2011

Directed marketing efforts for global technology curriculum and professional development company with franchises in the U.S. and 40 countries worldwide.

- Delivered technology curriculum and professional development to thousands of schools worldwide.
- Expanded national partnership program with technology leaders Intel, CDW, Dell and more.

Lead Marketing Agency Consultant
Los Angeles - Steamboat Springs

1995 - Present

Century 21 Real Estate Corporation, Homeseekers.com, Siemens Medical Solutions, Pampers Baby Bottles, GE Healthcare, Abbott Medical Optics, eHomes Realty, Fujitsu, California Association of Realtors, Mattel Toys, Santa Monica Seafoods and many others.

- Produced all investor and consumer marketing efforts to bring HomeSeekers.com public.
- Expanded Century 21 advertising program to handle 18 western markets.

EDUCATION | CERTIFICATIONS

Bachelor of Arts, School of Journalism & Mass Comm., Adv. Degree, University of Minnesota, 1982

Certified in Google Analytics and Google Ads



OTHER MAJOR CLIENT EXPERIENCE

Kroger Supermarkets, Safeway Supermarkets, Comcast, Sheraton Hotels, Buick, Sheraton Hotels, San Diego Zoo & Wild Animal Park, 3 Day Blinds, Weil Baby Products and PSA Airlines.

PUBLISHED WRITER AND EDITOR

Editor for Asian Real Estate magazine, over 20 original articles. Published in American School Board Journal, School Business Affairs, eSchool News and others. Expert at White Papers and Case Studies.