

Kerry O'Leary, LEED AP

Project Manager | Marketing Coordinator



Profile

Architecture project management professional with experience directing all aspects of design and construction process, from development and review of building plans to ensuring projects meet environmental and zoning standards staying on schedule and within budget.

Documented success expanding brands nationally and generating triple-digit revenue growth. Expertise includes corporate marketing services to firms that contribute to specifications for commercial businesses, office/retail spaces, and residential buildouts. Deliver impact through strong and effective collaboration with design teams driven by strong work ethic and leadership skills.

Career Highlights

PRINCIPAL, MARKETING AND DESIGN | ONE KORE RESOURCE, LLC

- Developed marketing plan, generating 300% revenue increase and increased customer base over 2 years as project manager, marketing and media consultant for Engineering for Kids.
- Developed partnership plan to engage businesses for purpose of selling sponsorships in support of sending kids to STEM camps.

MARKETING DIRECTOR | ESCHOOLVIEW

- **Led marketing initiative to expand nationwide presence from 4 to 18 states, increasing sales 250% (from \$1 million to \$3.5 million) in less than 4 years.** Expanded client base 200% in 3 years. Slashed sales cycle 75% by using Pardot to focus on interested prospects. Increased website engagement 600% in 3 years by researching/engaging SEO company.

BUSINESS DEVELOPMENT & MARKETING/PROJECT MANAGER/SR. INTERIOR DESIGNER GLAVAN FEHÉR ARCHITECTS, INC.

- Developed marketing strategy for \$20 million capital campaign to raise philanthropic awareness. Met with manufacturer owners for in-kind gifts of construction materials, cutting cost of construction by \$2 million for Paul Newman Hole in the Wall Camp. Used program high profile image to solicit construction sponsorships, which included Certainteed, Holmes Lumber, and Moen.

PROJECT MANAGER OF ARCHITECTURAL AND DESIGN SERVICES | CASTO

- Played key management role in award-winning Broad & High downtown development project; designed, built, and occupied 4-story office/retail building and 26 renovated condos.
- Assisted with launch of Columbus' most unique static and digital signage display by coordinating scheduling, marketing, graphics, architectural details.

STRENGTHS & KNOWLEDGE

- Proposal Development
- Marketing Plans
- Organization Vision
- Space Planning
- Color/Finish Selection
- Material Submittals
- Cost Benchmarking
- Construction Documents
- Project Tracking
- Contractor Relations
- Material Submittals
- Process Improvement
- MEP Coordination
- Budget Management
- Shop Drawing Review
- 3D Modeling
- Brand Management
- Product Positioning
- Shop Drawing Submittal
- Inbound/Outbound Marketing
- Lead Generation
- Corporate Communications
- Public & Media Relations
- Web Content Development
- Social Media
- Creative Team Leadership

EDUCATION CERTIFICATION TRAINING

B.S., Design, Specializing in Space Planning Minor: Communication
The Ohio State University – Columbus, OH | 2000
FIDER Accredited Industrial Design Program

LEED Certification | 2008

230 Glenmoor Dr.
Charlotte, NC 28173

614.554.2239

kerry@NColeary.com

www.oneKOREresource.com