

Jordan Toste

BUSINESS DEVELOPMENT & MARKETING

LICENSES AND CERTIFICATIONS

-Florida Real Estate Sales License

EXECUTIVE SUMMARY

I am a seasoned interior designer with extensive experience in marketing, business development, and sales leadership.

CONTACT DETAILS

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PROFESSIONAL REFERENCE

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WORK EXPERIENCE

Owner & Creative Director

MoDERNATURA DESIGN HAUS | June 2020-present

- Manage a team of designers, contractors and other third-party labor necessary for project completion
- Perform consultations for residential and commercial clients
- Curate and execute client presentations including renderings, finishes, floor-plans, and furniture
- Liaised between the company and suppliers- Ensured customer satisfaction by handling day-to-day affairs- Develop and maintain business relationships
- Budgeting and financial planning for clients and the business
- Manage social media marketing initiatives
- Develops risk management plans, and lead teams through established processes in order to ensure no impacts or incidents occur.
- Oversee and prepare accurate project documentation for all phases of project including project set-up form, budgets, schedules, tracking progress, meeting minutes, financial funding requests, and status reports on-time and in accordance with pre-established formats in order to pass all project documentation reviews with client.
- Build strong working relationships with internal and client team members, establishing a role as a trusted resource and advisor.
- Assessing each situation as it arises quickly and comprehensively, leveraging soft skills and crisis management skills.

Marketing & Sales Director

Curated Design Group | Jan 2018-June 2020

- Conceptualized social media marketing initiatives
- Created new business relationships including developers, manufacturers, and direct consumers
- Handled 6-8 interior design projects at a time
- Communicated with local news outlets for project exposure
- Managed and updated inventory lists for accuracy
- Worked with photographers and creatives for digital and print campaigns
- Staged several listings and took part in multiple luxury real estate marketing initiatives
- Qualify and validate customer-specific needs and develop solution criteria.
- Manage the prospects in pipeline with a consultative sales approach to ensure the majority convert to customers.
- Provide accurate forecasting and territory review reports to predict business using the CRM system and other tools.
- Consistently achieve and exceed sales monthly, quarterly and yearly quota minimums.
- Build relationships at multiple levels and multiple departments within a prospect's organization.

Project & Inventory Manager

MHM Staging and Design | June 2016- Jan 2018

- Handled multiple staging projects at a time
- Implemented a more efficient inventory management system
- Hire and trained new personnel
- Worked with leadership on budgets, furniture planning, orders, and social media marketing initiatives
- Audited projects for inventory accuracy and updated multiple excel spreadsheets
- Managed manufacturer accounts and relationships
- Manage multiple projects at various phases and in various locations, from project identification through design, planning, client approval, and financial closeout.
- Demonstrate full accountability for "cradle to grave" management of projects.
- Lead project teams consisting of architects, design engineers, general and specialty contractors, property management, operating engineers, environmental consultants, client project management team, client security, and client technology teams.

Customer Success Manager & Sales Leader

West Elm | May 2014-June 2016

- Create and accomplish corporate sales objectives
- Update email communications according to corporate standards
- Cultivated an environment to maintain an elevated customer experience
- Worked closely with the District VP, Shopper Marketing Client Development Directors (CDDs) and Customer Success on retailer strategies and objectives
- Worked closely with Brand and Shopper Marketing Client Development Directors, Digital Client Development Managers, and Digital operations for development and execution of Shopper Marketing campaigns
- Maintain relationships with all buying influences within the client/prospect organization
- Develop a holistic view of clients' business including in-depth knowledge of marketing plans, objectives, strategies, and challenges

