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PROFESSIONAL EXPERIENCE

MARKETING QUARTERBACK CONSULTING LLC

June 2008 - Present

Owner and President

Marketing and business operations consulting firm specializing in developing and implementing diverse marketing and branding strategies and business plans for small to mid-size business clients in a wide variety of industries.

- Provide regular business/marketing consultation and guidance to business owners, CEO's, COO's, and client staff.
- Develop, implement, and lead branding platforms, marketing strategies, and plans.
- Create and manage social media campaigns using both paid and non-paid advertising.
- Create and manage pay per click programs using Google Ads and BING Ads.
- Design, build, and launch websites and landing pages.
- Develop and implement SEO (Search Engine Optimization) strategies.
- Develop and implement lead management and sales systems.
- Prepare business plans, financial projections, and budgets.
- Provide public relations services.
- Write, direct, and produce videos for both on-line and off-line uses.
- Organize, prepare and conduct market research using a variety of methods including focus groups and surveys.
- Provide copywrite services for websites, press releases, social media, email marketing campaigns, and blogs.
- Authored book titled: *Today's Marketing Cookbook, The Winning Recipe of Ingredients for Marketing Your Business*

SOUTHERN CRAFTED HOMES, INC., Land O Lakes, Florida

Jul. 2004 – May 2009

A privately held regional homebuilding and real estate development company focused on acquiring, permitting, developing, and marketing residential and commercial real estate projects.

Vice President of Marketing & Land Development

Reported directly to CEO and private individual owner. A dynamic, diversified, and hands-on position responsible for all facets of identifying, acquiring, planning, entitling, designing, and developing residential and commercial real estate projects as well as the on-going maintenance and management. Further duties included full marketing and advertising responsibility to generate the traffic necessary to sell new homes.

- Created and implemented highly effective marketing and advertising strategies that increased new home sales through the first six months of 2008 by 38% in a depressed market.
- Significantly increased the company's internet marketing presence including website enhancements, pay-per-click advertising campaigns and search engine optimization.
- Performed market and financial underwriting, acquired, entitled, designed, and developed three projects totaling over 400 acres which consist of 600 residential units and 65,000 square feet of professional office space.

- Obtained all necessary and required approvals and permits from governmental agencies in a timely manner to include Pasco County, the Southwest Florida Water Management District, the Florida Department of Transportation, and the US Army Corps of Engineers.
- Competitively bid and managed over \$28.7 million worth of development contracts delivering these projects on-time and within 1% of the original acquisition proforma budget resulting in the creation and negotiated and secured the first agreements in Pasco County, Florida with Verizon Communications for the provision of fiber optic communication systems to each community. These agreements resulted in the receipt of \$240,000 of immediate incentives as well as a minimum of 10 years of cash flow residuals worth over \$150,000 per year.
- Created the vision for each project and designed all community themes, architectural styles, entry features and lifestyle amenities.
- Nurtured and lead interaction with government officials to include county commissioners, department heads and staff.
- Selectively hired and managed a team of development consultants to include, but not limited to, advertising agencies, attorneys, engineers, planners, architects, and biologists.
- Prepared and managed budgets and cash flow. Solicit, secure, and manage bank financing and relationships.

DAVID WEEKLEY HOMES, Houston, Texas (Tampa, Florida Division)

2003 - 2004

The second largest privately held homebuilding company in the United States.

Land Acquisition & Development Manager

Reported to Division President and Region President. Developed and evolved this newly created position. Acquired and constructed a 40-unit subdivision and negotiated four developed lot contracts during tenure with the company.

WESTERRA MANAGEMENT, LLC d/b/a TERRABROOK, Dallas, Texas

1999 - 2002

A fully integrated, national residential and commercial land development company, which oversees all of the land development assets of three large, privately held real estate investment funds, sponsored by Westbrook Partners.

Vice President and General Manager

Originally joined company as Southeast Region Financial Manager and was promoted to this position in May 2000. Responsible for all facets of the company's operations and administration in the Orlando area including strategic planning, budgeting, marketing, sales, property management, land planning, entitlements, government, and public relations, identifying new business opportunities and acquisitions. Supervised a staff of nine employees, numerous development consultants, advertising agencies and real estate brokers.

- Managed two large scale master planned communities: Hunter's Creek which consists of 8,000 residential units (single family and multifamily) and 200 acres of commercial and office; and Vista Lakes which incorporates 2,300 residential units (single family and multifamily), 190,000 square feet of commercial and 20,000 square feet of office.
- Launched start-up phases of Vista Lakes by constructing five miles of major roadway infrastructure, developing, marketing, and selling 1,200 single family lots to national homebuilders, designing and building community amenities and implementing community marketing and advertising campaigns.
- Identified opportunities to enhance financial returns and maximize cash flow by redesigning phases of projects to maximize approved units and redistributing land uses to provide product to meet the current market demand.
- Produced \$18 and \$11 million in net operating cash flow for the division in 2000 and 2001.
- Lead team that created and established the Vista Lakes Community Development District (CDD). CDD's are special districts of government that issue bonds for development providing an advantageous means of

financing.

- Sourced, negotiated, and secured acquisition and development financing from banks.
- Responsible for identifying new land acquisitions and performing feasibility and due diligence analysis.
- Hired, nurtured, and grew a staff of nine employees to include: a development manager, marketing manager, financial manager, information center manager, administrative assistant, staff accountant and community information representatives.

ATLANTIC GULF COMMUNITIES, Miami, Florida (*Company no longer operating*) 1994 - 1999

A major Florida real estate development and asset management company whose primary operations included the acquisition, planning and developing of residential communities for the sale of finished homesites to residential homebuilders as well as construction and sale of ocean front condominiums.

Project Manager

Promoted to this position in October 1997. Responsible for planning and executing large scale master planned communities which included the highly successful 2,250-unit Lakeside Estates community in Osceola County, the 900-unit Falcon Trace community in Orange County, and the 400-unit Saxon Woods community in Volusia County. Facilitated the on-going sales, marketing, property management and development coordination of Orlando area projects.

Senior Manager Finance and Business Development

Held this position at the corporate office in Miami, Florida. Directed all finance and accounting functions related to land development and condominium construction. Responsible for business analysis, interpretation of trends, management reporting, joint venture reporting, cash management, procurement of financing and budgeting. Additional duties included analyzing new markets throughout the Southeast to identify potential acquisitions. Performed examinations of market studies, governmental and regulatory restrictions, availability of services (transportation, water, sewer, etc.) and local development costs.

- Created standard financial proforma models used for analyzing new acquisitions, securing financing, forecasting and presentation to senior management.
- Participated in the \$85 million refinancing of the company with Foothill Capital Corp.
- Assisted with the \$25 million equity investment by Apollo Real Estate Advisors, L.P.
- Instrumental in the \$60 million acquisition and development financing of West Bay Club project in Naples, Florida.
- Developed an accurate, concise, and informative monthly reporting package for senior management.

AVATAR HOLDINGS, INC., Coral Gables, Florida

1992 - 1994

A large Florida real estate company that acquires, develops, and sells improved and unimproved real estate. The company also constructs and sells single and multi-family housing, operates amenities, and resorts, and distributes and sells water for public and private use.

Accounting Supervisor

Responsible for all land inventory and property management accounting functions. Assisted with annual budgets and financial analysis. Supervised two employees.

ALLEN MORRIS COMPANY, Miami, Florida

1992

A commercial and residential property management company.

Staff Accountant

Managed all aspects of property management accounting to include general accounting, budgeting, and preparation of financial statements. Prepared and processed bi-monthly payroll through ADP.

MILITARY SERVICE

UNITED STATES AIR FORCE

1987 - 1991

Sergeant (E-4), Financial Management Specialist

Duties involved administering the accounts payable process for the base commissary and hospital.

- Honor graduate of the Air Force Financial Management Course.
- Recipient of the Air Force Commendation, Good Conduct, and National Defense Medals.

EDUCATION

Saint Leo University, Saint Leo, Florida

1988 - 1992

BA: Business Admin. w/ Accounting Specialization

MEMBERSHIPS & VOLUNTEER WORK

Putnam County YMCA - President/Chief Volunteer Officer, Board of Directors
Putnam County District Library – Member, Board of Trustees
Braden Kramer Foundation, Black Swamp Classic – Member, Organizing Committee
Putnam County Republican Party – Chairman