

ALEX CAMELIO

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REAL ESTATE SOFTWARE EXECUTIVE

Hands-on, value-based software executive with deep expertise and proven results in the real estate industry. Extensive experience in technology infrastructure, user engagement, customer success, strategic marketing plans, team building, and problem solving. Thrives on challenges and is passionate about achieving team goals while continuously improving performance and driving results. Expertise in managing remote teams and creating a confidence-instilling environment for professional growth.

AREAS OF EXPERTISE

Product Development · Business Development · Infrastructure Management · Digital Marketing · Project Management · Team Building · Talent Development · Performance Management · Customer/User Engagement · Branding · Marketing · Social Media · Customer Success · Automation · Market Analysis · Strategic Planning · SaaS

PROFESSIONAL EXPERIENCE

Agent Inner Circle · Tucson, AZ (Remote) · 2017 - Current

Chief Executive Officer and Owner: Recruited by the former CEO and Founder of Lone Wolf Technologies to revive this acquired, 23-year old brand and its key product line, Service For Life!

Key Achievements:

- Built an online community of 40,000 real estate agents, including a Facebook Page with close to 10,000 followers and a private group of over 3,000.
- Redesigned software infrastructure, systems and platforms of all acquired products.
- Rebuilt Service For Life! Content Management System from ground up on new Linux servers hosted on AWS using PHP, MySQL, and JavaScript.
- Successfully migrated clients with <2% attrition.
- Consolidated and migrated internal operations, corporate websites and marketing systems.
- Managed team of 12 people across customer support, success, training, marketing, sales and development.
- National speaker and course creator for real estate organizations including National Association of Realtors.
- Led company from significant month-over-month losses pre-acquisition to 18 consecutive months of growth.

LONE WOLF TECHNOLOGIES · Dallas, TX (Remote) · 1/2016 - 7/2016

Director, Industry Engagement: Launched a new division dedicated to professional development for brokers and agents. This functioned as a high-level “top of the funnel” marketing initiative including thought leadership, brand awareness, and lead generation.

Key Achievements:

- Seamlessly transitioned Barcode Realty product lines and customer base into Lone Wolf suite with <4% attrition post-acquisition.
- Increased paid speaking engagements by 400%.
- Project lead on Google Analytics consolidation and enhancements across corporate and 6 acquired product lines highlighting key reporting insights.
- Member of ad hoc task force responsible for targeting interdepartmental inefficiencies in Salesforce implementation.
- Member of CTO-led strategic planning committee to develop long-term technical and product architecture roadmap.

THE REAL ESTATE TECHNOLOGY INSTITUTE (Remote) · Stuart, FL · 2015 - Current

Principal and Head Instructor: Member of RETI's founding team, providing on-demand technology education for real estate agents.

Key Achievements:

- Developed the exclusive full day Residential Real Estate Council (RRC) Certified Residential Specialist (CRS) data security course titled "How Technology Can Ruin Your Real Estate Business."
- Grew membership to 92,000 paid users.
- Conceptualized and architected industry's first and only CRM Generator.
- Spearheaded RETI Speaker Academy curriculum and go-to-market strategy.

BARCODE PUBLICITY, LLC · New York, NY (Remote) · 2009-2015

President / Owner: Co-Founded a technology and marketing business with no capital investment. Directly managed operations, product development, IT, support, customer success, and legal responsibilities while contributing to direct sales and strategic channel partnerships. Established a well-respected reputation as a national technology speaker in the real estate industry.

Key Achievements:

- Created and managed multiple SaaS products including Barcode Realty, Barcode Admin, Barcode Benefits, and VZort.
- Developed industry-leading listing search features including multi-MLS search, lifestyle search, and the first real estate voice search by creating a proprietary natural language processor integrated with Google Voice-To-Text API.
- Enhanced listings with automated neighborhood data, image captioning, school data, and verbose SEO descriptions.
- Industry first integration of Google's Structured Data SEO Schema.
- Completed 100+ Multiple Listing Service (MLS) data integrations.
- Course creator for real estate organizations including National Association of Realtors on topics including Mobile Technology, SEO, Google Analytics and Tracking, and Digital Marketing.

CHARLES RIVER COMMUNICATIONS · New York, NY · 2007 - 2009

Director of Operations: Managed worldwide facilities and data centers for products used in the real estate, financial, military, automotive, and healthcare industries. Managed procurement and setup of all data centers and hardware.

Key Achievements:

- Direct management and hiring of global ops teams ranging from 10-40 employees responsible for maintenance & relocation of high-security data centers.
- Developed internal systems for hardware purchasing and receiving.
- Launched Polycom and Avenra VoIP telephony implementations in facilities world-wide.
- Managed development team for Toyota Denso's world-wide supply chain management solution.

TECHNICAL SKILLS

Development: JavaScript, HTML, CSS, React, Node, Next.js, PHP, MySQL, GitHub, Linux, Docker, plus a core understanding of virtualization and other languages

Hosting and DNS: AWS, CloudFlare, GoDaddy

Telephony: TalkDesk, Polycom, plus general VoIP configurations

CRM and Support: Zoho, ClickUp, Insight.ly, HubSpot, Salesforce, Zendesk

Webinar Hosting and Video Production: OBS, Go-To-Meeting, Zoom, Google Meet, WebinarJam, WeVideo, BandiCam

Marketing Automation: MailChimp, Twilio (SendGrid), Survey Monkey, ConstantContact, VerticalResponse

Design: Illustrator, Photoshop, Premiere Pro, Canva

EDUCATION

Syracuse University · BA Political Philosophy - Syracuse NY

PROFESSIONAL AFFILIATIONS

Board of Directors · Evergreen Fund, Inc (501c3) - Pennsylvania

Member - Fulton Lion's Club (501c3) - Fulton, NY
