SHELLEY SMITH, LEED AP, CNUa Savannah, Georgia 31406 | 931.841.4611

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EXECUTIVE SUMMARY

Project Management Professional • Real Estate Development • Preservation Design

- Organized, energetic, and highly versatile project manager with 5+ years of experience as real estate development manager. Valued for remarkably broad range of skill sets, including expertise in virtually all aspects of the development process, from site selection, feasibility studies, financial analysis, and acquisition, to design review, construction management, and strategic planning for transitioning assets from development to operations.
- Noted for unique ability to strike balance between creativity and practicality, possessing both a discerning eye for design and a pragmatic head for numbers. Propensity for envisioning possibilities and uncovering potential under even the most challenging circumstances, whether by creating or adding value through engineering and design or managing value through improved project management methods, employing innovations in real estate technology, or creative financing strategies utilizing various federal and state development incentives and tax credit financing.
- A skilled multi-tasker who readily balances multiple assignments simultaneously, working with confidence and ease in challenging, fast-paced environments. Appreciated for ability to lead through time-critical, confidential, and unpredictable situations, as well as demonstrating the drive and determination to do whatever it takes to achieve optimal results.
- Active member of the Urban Land Institute with dual master's degrees in real estate development and historic preservation, LEED Accredited Professional, and Accredited City-Builder Member of the Congress for the New Urbanism. Expertise in pursuit of development that integrates the perspectives of community, environment, and economics brings sense of ease to owners, developers, investors, community groups, zoning boards, planning commissions, regulatory officials, and other project stakeholders. Diplomacy and high level of integrity facilitates negotiations, ensuring favorable purchase terms, community support, as well as smooth entitlement and other regulatory processes.

AREAS OF EXPERTISE

- ✓ Value and Risk Management
- ✓ Scheduling, Budgeting, and Estimating
- ✓ Real Estate Law and Contracts
- ✓ Entitlement Management
- ✓ Traditional Neighborhood Design
- ✓ Public-Private Partnerships
- ✓ LEED Certification
- ✓ Adaptive Reuse
- ✓ Civic Engagement
- ✓ EPA Brownfield Program
- ✓ Financial Analysis and Project Pro Forma
- ✓ Advanced Excel Financial Modeling Skills
- ✓ Land Use, Zoning, and Planned Developments
- ✓ Site Selection, Analysis, and Due Diligence
- ✓ Historic and Low-Income Housing Tax Credits

PROFESSIONAL EXPERIENCE

Joint Venture with Forest City Contracting, Savannah, Georgia

2012 - Present

Ongoing successful partnership with General Contractor tackling new construction of residential infill projects and the renovation of existing properties.

Development Manager

Excel in role as on-site supervisor in addition to conducting market research, negotiating favorable purchase terms, budgeting, scheduling, obtaining project financing, site design, producing construction documents, ensuring code compliance and safety, achieving regulatory approval, contract administration, marketing, leasing, as well as supplying expertise in green building practices and historic tax credits while acting in dual capacity as LEED Accredited Professional and qualified historic preservation consultant.

- **Transformed non-producing income properties into high-performance assets.** Exceeded expectations by delivering projects on-time and under-budget that continue to maintain a perfect track record of 100 percent occupancy, average rent increase of 30 percent at project completion, and a 16 percent average annual cash-on-cash return.
- Increased property values by an average of 67 percent. Natural talent to envision the most effective strategies for maximizing property value reinforced by thorough knowledge of valuation process.
- Showcased in national media for creative value management solutions to maximize quality at minimal cost. Innovative design solutions and space-saving ideas recognized in multiple blogs and online publications. Latest total home renovation featuring preservation design slated to be featured in upcoming January 2019 issue of *This Old House Magazine*.

Hughes Development Corporation, Greenville, South Carolina

Hughes Development Corporation, led by renowned developer Bob Hughes, has been at the forefront of downtown Greenville's renaissance. Hughes Development's portfolio of award-winning and iconic projects includes RiverPlace, NEXT, and the ONE Building.

Development Associate Intern

Delivered a diverse range of administrative, marketing, and operational support to this leading development organization.

- **Provided research and analysis on new and updated state and federal tax incentives,** provided eligibility determination and cost benefit analysis for multiple buildings in the BullStreet District, a 20-year, 181-acre project to transform the historic South Carolina State Hospital site into a vibrant, mixed-use neighborhood district in downtown Columbia.
- Spearheaded effort to improve efficiency of property accountability processes at ONE, coordinated with building engineer to overhaul inventory control methods.
- **Updated site plans, maps, marketing materials, and reconciled as-built floor plans** utilizing proficiency in design software. Assisted in review of design drawings for conformance with BOMA standards.

See Jane, Savannah, Georgia

2006 - 2012

Award-winning business named Savannah's "Best Cosmetics Boutique" by Savannah Magazine and featured as one of "The Best Places to Shop in Savannah" by Lucky Magazine, a national publication with a circulation of over 1.1 million readers.

Owner and Manager

Cultivated effective leadership qualities, business acumen, development skills, and garnered practical insight into real estate industry as a successful entrepreneur managing daily operations and leading a team of ten full-time and part-time employees.

- Secured project financing, managed permitting, negotiated leases, and supervised all aspects of the development process from pre-construction to project closeout for multiple store locations, including one prestigious Broughton Street address.
- A self-starter with strong work ethic, launched business single-handedly and performed all day-to-day operations, including scheduling, budgeting, accounting, sales, hiring staff, employee training, payroll, and marketing.
- Revealed a natural ability to bring people together, forge business partnerships, and maintain profitable, long-term relationships as the organizer and co-founder of the first ever Savannah Fashion Week, an acclaimed annual event now in its 8th year. Represented the west end of Broughton Street serving as "block captain" in Downtown Business Association.
- **Regularly commended for excellence in client relations.** Elevated verbal communication skills and excellent reputation for customer service validated when voted "best" by the readers of Savannah Magazine.

EDUCATION

Bachelor of the Arts, History	Certificate, Principles and Practices of New Urbanism
Birmingham-Southern College, Birmingham, Alabama	University of Miami, Miami, Florida
Master of the Fine Arts, Historic Preservation	Master of Real Estate Development
Savannah College of Art and Design, Savannah, Georgia	Clemson University, Greenville, South Carolina
AWARDS AND RECOGNITION	
Winner, 2018 ULI Carolinas Urban Ideas Competition	2017 Faison Fellow, Clemson University
2018 Norman F. Pulliam Founders Award Recipient	2017 Advancement Board for Development Fellowship Recipient
Nominee, 2018 Frankie O. Felder Award of Excellence	Sigma Pi Kappa International Historic Preservation Honor Society
Alpha Sigma Gamma International Real Estate Honor Society	Phi Beta Kappa Honorary Society

TECHNICAL SKILLS

Microsoft Project, Microsoft Office, ARGUS, ArcGIS, Esri Business Analyst, Google Earth, AutoCAD, SketchUp, Adobe Creative Suite, including Illustrator, InDesign, and Photoshop. Highly adept working on Mac or Windows operating systems.