
PROFESSIONAL PROFILE

CAREER SUMMARY & CURRENT RESPONSIBILITIES

Kristin Koch joined Site Services Group, LLC as the firm's Director of Marketing in 2005, following two years with GVA Advantis, a regional commercial real estate company with offices throughout the Southeastern United States.

As Site Service's Director of Marketing, Kristin provides a broad array of graphic design, marketing and market research services for the firm's Senior Advisors. She is responsible for designing all marketing materials, including brochures, fliers, offering presentations, company web pages and property fliers. Additionally, she is in charge of all electronic and direct mail marketing of Site Service's various land and user building listings, which are regularly transmitted to the firm's extensive database of developers, users, investors and brokers.

Kristin also has primary responsibility for compiling comprehensive market research, demographics and trade area analysis for the firm's clients. This involves the creation of customized aerial photographs, property ownerships and compiling detailed analyses of recent sales comparables and competitive locations.

Kristin also serves as Site Service's liaison with outside advertising and public relations firms, coordinating all media placements, press releases, and announcements

RELATED EXPERIENCE

GVA Advantis, Atlanta Georgia

Administrative Assistant / Marketing Assistant (2004—2005)

- Created PowerPoint presentations for clients and prospects
- Designed flyers, brochures, and booklets to use as marketing tools
- Updated property information on various listing databases
- Obtained property ownership information and parcel maps using Win2Data, Real Quest, and Atlantic Magellan
- Used the program Anysite to pull up aerial views of properties and added features to personalize each map
- Assisted with the daily requests of two general brokers, three Corporate Services brokers, and one Marketing Manager

EDUCATION

Georgia Southern University, Statesboro, GA

Bachelor of Business Administration in Marketing, December 12, 2003

ORGANIZATIONS & AWARDS

HOPE Scholarship Recipient (August 1999—August 2001)

American Marketing Association (January 2000—January 2003)

International Assoc. of Business Communicators (June 2004—January 2005)

Licensed Real Estate Salesperson in the State of Georgia



Kristin M. Koch
Director of Marketing
Site Services Group, LLC



**SITE SERVICES
GROUP, LLC**

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