

Eric Roetzer, PMP

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EDUCATION

Texas A&M University, Mays Business School <i>Master of Real Estate</i> , GPA 3.87/4.0 Graduate Assistant, Career Committee Chair	College Station, Texas May 2024
Texas A&M University, Mays Business School <i>Bachelor of Business Administration, Management Information Systems</i> , GPA 3.71/4.0 Honors: Magna Cum Laude Study Abroad: England, France, Monaco, Italy, Austria, Germany, Switzerland	College Station, Texas August 2012 July 2012

EXPERIENCE

William Cole, Inc. <i>Real Estate Development Intern</i>	College Station, Texas May 2023 – August 2023
<ul style="list-style-type: none">• Learned, reviewed, and modified Excel pro formas for office, retail, multifamily, and SFR projects• Created equity and debt funding memorandums used for \$30M+ ground-up development capital raise• Built a dynamic, macro-based Excel dashboard that compares YoY KPIs for the Stella Hotel• Observed meetings with our civil, architect, construction PM, legal team, and shared parking consultants	
Abstract Media, LLC <i>Director of Production</i>	Magnolia, Texas September 2018 – November 2022
<ul style="list-style-type: none">• Initiated, planned, executed, monitored, and closed 50+ emerging technology projects within parameters of acceptance for clients including Rolls-Royce, EATON, Texas A&M University, Honeywell, and Weatherford• Oversaw successful development of cutting-edge \$1M+ augmented reality proof-of-concept for prominent jet engine leasing company• Spearheaded regular sprint-planning efforts for collocated/non-collocated team of up to 5 members to facilitate cross-functional communication and efficiently ensure deadlines were met• Doubled as head of marketing and in-house designer leading all marketing and sales support efforts including design and development of Abstract's website, creation of client/product/investor/speaker pitch decks, digital/hard-copy marketing collateral, UI/UX design for mobile/web apps, and video/podcast editing	
SYM Marketing, Inc. <i>Founder/COO</i>	The Woodlands, Texas August 2016 – June 2018
<ul style="list-style-type: none">• Produced over 2M ad impressions, 470k+ video views, 60k+ clicks, and over 1.1k leads through Facebook ads for clients with a nominal ad budget• Generated over \$280k in revenue in under two years with net profit ratio of 55%• Overhauled first client's brand, increased listings taken by 69% YoY, and raised average price point by 19% through consulting service arm• Launched an experimental service-based offering that provided holistic and turn-key marketing system for residential real estate agents, teams, and market centers• Conducted extensive market research and provided industry best-practice social media training classes to residential real estate market centers and teams	
Keller Williams Real Estate <i>Digital Marketing Specialist, The Kink Team</i>	The Woodlands, Texas July 2015 – July 2016
<ul style="list-style-type: none">• Coordinated all aspects of digital/social marketing strategy for luxury team with \$90M sales in 2015• Researched, designed, and published monthly real estate market reports for The Woodlands, TX market and distributed to over 2,500 contacts monthly	
RE/MAX <i>REALTOR, TerraSol</i>	Huntington Beach, California June 2014 – June 2015
<ul style="list-style-type: none">• Cold prospected and closed \$1.25M in sales from February 2015 to May 2015 in highly competitive market	

CERTIFICATIONS

REFAI Certification – <i>Real Estate Financial Modeling (REFM)</i>	January 2024
REFM Certification in Excel for Real Estate - Level 1, 2, & 3 with Distinction - <i>REFM</i>	August 2023
ARGUS Enterprise Certification - <i>Altus Group</i>	March 2023
Project Management Professional (PMP) - <i>Project Management Institute (PMI)</i>	November 2020