

JON MARICHAL

Real Estate Marketing Manager

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PROFESSIONAL SUMMARY

Real estate marketing and operations professional with experience across NYC residential leasing, digital marketing, CRM workflow design, and performance reporting. Builds practical systems that improve listing quality, lead handling, and execution across brokerage teams.

PROFESSIONAL EXPERIENCE

Sovereign Realty NYC
Real Estate Marketing Manager

New York, NY
05/2026 - Present

- Manage multi-channel listing and marketing strategy across StreetEasy, RentHop, Apartments.com, and College Pads, using pricing, lead-conversion, and days-on-market data to support positioning and leasing decisions.
- Lead brokerage-wide marketing and technology initiatives across websites, CRM communications, listing quality, and vendor relationships, translating leadership priorities into repeatable operating processes.
- Designed and launched a custom CRM integrating Gmail intake, applicant tracking, automated qualification, and audit controls; connected Zapier, PandaDoc, and AI-assisted workflows, reducing repetitive processing by approximately 40%.

Sovereign Realty NYC
Real Estate Operations Assistant

New York, NY
05/2025 - 04/2026

- Built executive-facing KPI dashboards tracking leasing velocity, pricing, inquiries, conversions, and portfolio trends, giving leadership clearer visibility into campaign and asset performance.
- Automated recurring reporting in Google Sheets and Apps Script, reducing manual processing by 40% while improving data reliability and turnaround time.
- Resolved 400+ application and data discrepancies and applied SQL/Python analysis to pricing, market comparisons, negotiations, and operational risk.

Sovereign Realty NYC
Marketing & Real Estate Administrator

New York, NY
05/2024 - 08/2024

- Built CRM and Zapier workflows across marketing, onboarding, client communications, and internal handoffs, reducing manual workload by 35% and improving process visibility.
- Trained 20+ agents on brokerage software and standardized documentation and operating resources to improve adoption and execution.

Sovereign Realty NYC
Marketing & Sales Intern

New York, NY
06/2023 - 08/2023

- Executed digital campaigns and listing optimizations that increased inbound lead volume by 35%; produced copy, photography/video, and creative assets while using CTR, inquiry, and conversion trends to refine performance.

EDUCATION & LEADERSHIP

University of Connecticut | Storrs, CT
Bachelor of Arts in Economics, May 2026

President, Dominican Student Association
Managed/fundraised a \$10,000 budget; grew active membership to 150+.

Additional Leadership: Leadership Scholarship Recipient; M.E.T.A.S. Mentor; UConn Boxing Team.

SKILLS

Real Estate & Marketing: StreetEasy, RentHop, Apartments.com, College Pads, listing optimization, NYC residential leasing, digital campaigns | **Analytics:** Excel, Google Sheets, Apps Script, SQL, Python, Airtable | **CRM & Automation:** Zapier, PandaDoc, HubSpot CRM | **Creative:** Canva, Adobe Photoshop | **Language:** Spanish (fluent)