

DIANE ARMITAGE

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Berkshire Hathaway HomeServices

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32
YEARS

Providing Real Estate Marketing Strategy and Campaigns to rapidly increase national franchise growth and top agent marketshare. Trainer and speaker to thousands of agents in North America (through 2008), and author of the book, *Million Dollar Ads*.



Partial resumé, last 30 years:

- ▶ RE/MAX International franchise sales campaigns (company operated regions)
- ▶ Keller Williams Realty buildout of KW University and MAPS coaching
- ▶ VP of Content & Online Training Strategy, ISucceed.com
- ▶ Marketing Director for Craig Proctor and Craig Proctor Seminars
- ▶ Marketing Director for Terry Paranych (Edmonton)
- ▶ Marketing Director for Walter Sanford
- ▶ Special Projects Director & Ghost Writer for Dave Liniger, Founder, RE/MAX International

27
YEARS

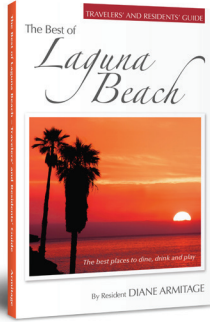
Owner of marketing/ad agency that provides conceptualization, strategy and implementation for brand identity, web usability/design and multi-faceted online marketing in all digital streams. My team of branding experts, marketing writers, social media experts, web site developers, graphic designers, photographers and videographers create the full scope of marketing initiatives. We work with clients worldwide.

Partial resumé, last 25 years:

- ▶ Tony Robbins
- ▶ Jack Canfield & Mark Victor Hansen (*Chicken Soup for the Soul*)
- ▶ The Secret Movie
- ▶ Bob Proctor
- ▶ Biltmore Estate
- ▶ Illumination Foundation
- ▶ Arthritis National Research Foundation
- ▶ Patagonia.com
- ▶ REI.com



14 YEARS



Creator of "The Best of Laguna Beach" trademark with globally-renowned blog, two editions of the the world's best-selling Laguna Beach-based book, *The Best of Laguna Beach: Resident & Traveler's Resource*, and multiple marketing and consulting contracts as a "Laguna Beach Influencer."

Partial resumé, last 10 years:

- ▶ More than 1,800 posts in blog, *TheBestofLagunaBeach.com* with approximately 2,000-3,000 visitors daily
- ▶ 2016 edition of *Best of Laguna Beach* book sold more than 15,000 copies worldwide
- ▶ Created offshoot company, *Global Culinary Group* for restaurant development and marketing/consulting assistance with chefs/restaurateurs
- ▶ VisitLagunaBeach.com – created all web content
- ▶ VisitDanaPoint.com – All web content, web design and initial marketing strategy & campaigns
- ▶ Andres & Alize (Las Vegas based Michelin starred restaurants) – Marketing Director
- ▶ Andres Bistro + Bar – Marketing Director
- ▶ Angelina's Pizzeria – Marketing Director
- ▶ La Bottega (coming to Savannah Chophouse location) – Marketing Director
- ▶ Mozambique – Marketing & Group Sales Director
- ▶ Skyloft – Marketing & Group Sales Director
- ▶ Pacific Marine Mammal Center – Board Member & Event Committee Co-chair
- ▶ StuNewsLaguna – Restaurant Columnist & Best of Laguna Beach column writer

