

CHELSEA RITTER
DIRECTOR OF MARKETING

COMPANY EXPERIENCE

Chelsea joined First Capital Property Group in July 2017. She coordinates and oversees the overall marketing and branding of the company, which includes generating and implementing property-specific marketing plans, creating all print and media materials, and managing the company’s contact database and digital presence. She oversees the Marketing team and drives the company’s marketing capabilities forward. Chelsea was recognized as Associate of the Year in 2018 and recieved the Brand Impact Award in 2023.

PROFESSIONAL ACCOMPLISHMENTS

Chelsea has developed a deep understanding of the commercial real estate industry and the unique nature of the marketing strategies it demands. She has established a strong brand image for the company across all materials and platforms. Chelsea has spearheaded many company firsts such as implementing the use of drone photography and videography, adding Matterport virtual tours, establishing a consistent social media presence, attending events such as trade shows and community events with booth presence, introducing property videos to marketing strategies, creating pitch materials for new business development, and translating data, analytics and tracking to inform strategic marketing decisions and optimize campaigns for maximum impact.

Her excellent organization skills, verbal and written communication skills, and dedication to detail allows her to manage multiple ongoing projects across various team structures and departments with deadline expectations consistently met, if not, exceeded.

PERSONAL LIFE & INVOLVEMENT

Outside of the office, Chelsea enjoys going to theme parks and the beach as well as attending various sporting events with her fiancé. In the Fall, you can find her at nearly every UF home tailgate cheering on the Gators and she is often chasing the next country concert.

EDUCATION & AFFILIATIONS

- CORFAC International Technology & Communications Committee Member - 2023 - Present
- FAA Part 107 Remote Pilot Certificate - 2021 to Present
- Notary Public, Florida - 2018 to Present
- Disney College Program, Walt Disney World - 2016 to 2017
- Bachelor of Arts in Advertising, Western Kentucky University - 2012 to 2016



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