

Martin D. Casper

Urban62 Marketing, LLC

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**“Expert in crafting persuasive marketing copy for the real estate,
fitness and healthcare industries”**

SUMMARY

- 10 years of high-level experience in real estate sales including luxury properties in a fast-paced environment
- AWAI Trained copywriter focused on the real estate market, healthcare, and fitness industries
- Entrepreneur with results-driven experience in starting new businesses
- Big-picture visionary with the ability to conceptualize a project in 3-D imaging
- Wide network of executive contacts in high-end business ventures

Key Skills

Leadership** Excellent Communication** Resourceful** Self-starter** Entrepreneur** Business Owner** Public Speaker** Content Marketing** Direct-Response Copywriting** Social Media Marketing** Ghost Writing** Email Marketing** Web marketing** Video Marketing** Voice-Over Professional** Commitment to Excellence** Fast Learner** Designer** Writer** Teacher** Go-Getter

Key Accomplishments and Capabilities

Marketing and Writing

- Developed and presented training program to local real estate agents, emphasizing the importance of writing persuasive marketing copy for real estate.
- Presenting to the local Chamber of Commerce an introduction to crafting persuasive marketing copy.
- Content marketing, persuasive marketing copy, ghost writing, email campaigns and direct-response marketing copy for the healthcare and fitness industries.
- Fostering and promoting social media engagement in the B2B industry.

Martin Casper – continued -

Communication Skills

- Always maintains dialogue and feedback to customers with daily project updates.
- Ensuring contracts were inclusive and clear to all parties with ample time for discussion, prior to executing documents.
- Provided written documentation of plans and project timelines to foster full disclosure and understanding.
- Utilization of multiple types of technology for communication including texting, phone calls, email, video conferencing, writing, and face-to-face contact.

Work History Overview

Urban62 Marketing, LLC (Idaho)

Principal, 8 years

- Writing persuasive marketing copy for businesses to increase sales and revenue
- Provides each client with VAB(s) (Value-Added-Benefits) that laser-focuses on the prospect and creates a model for results-driven sales
- Accelerates growth through hyper-local marketing

Real Estate Broker, (Nevada, Oregon, Idaho)

Broker, 8 years

- Presented training seminars as a Certified Short Sale Professional
- Promoted successful real-estate transactions by building authentic trust and communication with all clients

Jardin Design, Inc. (Landscape Design-Nevada)

Principal Owner, 11 years

- Developed conceptual renderings of design project with detailed project plan and communication from beginning to end
- Maintained high level of quality control and oversight while maintaining budgetary controls
- Sensitive to client needs and feedback which enabled sophisticated clientele the opportunity to have a successful completion to their vision

Education & Training

Northeastern University, Boston, Massachusetts

Graduate Certificate Cardiovascular Perfusion Technology (cum laude)

Walla Walla University, College Place, Washington

Bachelor of Science, Nursing

American Artists & Writers, Inc. (AAWI)

Circle of Success Writer