



# ALEX BENTLEY

Commercial Land Brokerage  
Junior Associate

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## PROFILE

Alex Bentley is a Junior Associate with Lee & Associates-North San Diego County office in Carlsbad. She specializes in land sales and redevelopment opportunities throughout southern California. With a background in sales, marketing and customer service, Alex is able to provide full-service solutions to customize and meet each client's specific needs and help achieve their goals.

## EXPERIENCE

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|---|-----------------------------|---------------------|
| <b>Junior Associate</b>   | <b>Lee &amp; Associates</b> | <b>2019-Present</b> |
| <ul style="list-style-type: none"> <li>Discover the highest and best use of vacant and underdeveloped land through research of zoning, title information, general and community plans</li> <li>Prepare an opinion of value for owners from comparable properties, market data and proprietary information.</li> <li>Create specific databases for builders, developers, investors and brokers in order to target the best buyer for each property.</li> <li>Communicate with clients in order to prepare marketing materials that exceed expectations and attract targeted buyers.</li> </ul> |                             |                     |

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| <b>Account Executive</b>   | <b>LMA Marketing &amp; Advertising</b> | <b>2018-2019</b> |
| <ul style="list-style-type: none"> <li>Manage client accounts, help coordinate contracts, project budgets, create marketing strategy campaigns and maintain day-to-day organization of client accounts.</li> <li>Acquired a Sports and News Talk radio show, Real Estate company, Home Health Care Service and a large Non-Profit client through successful prospecting practices.</li> <li>Oversee integration of all project elements including creation of overall traditional and digital marketing strategy, creative, media buys, reconciliation and market and industry research findings.</li> </ul> |  |                  |

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| <b>Account Executive</b>   | <b>iHeartMedia</b> | <b>2016-2018</b> |
| <ul style="list-style-type: none"> <li>Meet and exceed monthly sales goals by 100-118%.</li> <li>Develop and deliver compelling sales presentations to current clients and new prospects, resulting in acquisition of new clients and increased revenue from current clients.</li> <li>Oversee complete sales cycles for current and new clients- identify new revenue opportunities, build relationships with prospects, understand client objectives and goals, strategize with clients and develop sales action plans, implement agreed on plans and continue to adjust strategy to increase success</li> </ul> |                    |                  |

## EDUCATION

- University of Hawaii at Manoa
- Bachelor in Communication Studies, Minor in Business Administration
- Graduated Magna Cum Laude
- State of California Real Estate License

## COMMUNITY INVOLVEMENT

- Urban Land Institute Member (ULI)