

# Khali Ann Gopaul, MBA

## Director, Sales & Marketing Lead

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Sales and Marketing industry leader with a decade-long career in new development real estate, managing and successfully aligning business strategies to achieve maximum results of increased sales. Expertly partners with stakeholders to develop authentic partnerships. Drives organizational success by directing high-performing teams to deliver digital and marketing genius for an excellent customer experience

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### Key Areas of Expertise

Business Acumen | Customer Acquisition | Data Analysis using CRM Database | Digital Marketing Strategies & Campaign | Focus Group & Market Research | Program Management and Performance Marketing | Strategic Planning and Customer Insights | Marketing Project Management | Engagement Marketing | Talent Acquisition and Talent Management

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### Career Highlights

- Results-driven marketing professional with experience developing and executing extraordinary marketing strategies for luxury hotel brand with the result of converting demand into sales by way of creating brand visibility
- Highly focused on creating innovative solutions within a luxury high-end market with the goal of positive client impact as the result
- Passionate team leader who can develop concise strategies to successfully open a luxury hotel & residential brand
- Execute new business strategies targeted at implementing brand strategies, identifying operational efficiencies which have direct impact on business growth & profitability

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### Professional Experience

#### Director, Sales & Marketing | Fort Partners Development

2016 – Present

Four Seasons Private Residences | Fort Lauderdale, FL

- Responsible for formulating and managing marketing strategies for Fort Partners development project, Four Seasons Hotel & Residences in South Florida, under the direction of the Brand Ambassador and Strategic Advisor, from strategy and research through to execution
- Collaborate with external creative agencies and internal stakeholders across multiple disciplines to create brand visibility, increase sales, and bring a pre-construction development successfully to market
- Lead successful development of Four Seasons Private Residences Fort Lauderdale through Sales Gallery Operations and Marketing initiatives. Leads continuous improvement initiatives and offers advisory services with expert project management skills and campaign management
- Oversees developer and client contract transactions and negotiations valued at \$2M-\$15M, including establishing initial contact, writing reservations, and drafting comprehensive contract agreements
- Liaise with and work directly with design teams, creative agencies, public relations firms, and all ancillary professionals involved in the project
- Demonstrates expertise using web-based CRM software application tailored to multi-family real estate market for inventory and contract management tasks, which provides data analysis projects aimed at capturing consumer data needed to identify distinguishing characteristics of targeted markets.
- Partners with internal stakeholders in the discovery and adoption of new software and technology platforms while training new hires on all technology platforms
- Leads community Relations strategies and events. Spearheads community outreach for a positive consumer experience
- Drives product awareness and reach by assisting with marketing efforts to drive private residence sales. Partnered with brands and local vendors to produce events to attract quality prospects and buyers. Directs sales and PR departments to develop successful strategies and campaigns that attract new buyers and keep current clients
- Facilitate walk-throughs, inspections, appraisals, leading buyers to closing on their residence

## Operations and Administrative Director

2014 – 2016

Newgard Development | Fort Lauderdale, FL

- Directed accurate completion of contracts, reservations, and reports and provided general office management support. Partnered with brands and local vendors to produce events to attract quality prospects and buyers. Demonstrated expert prioritization, troubleshooting, and creative relationship building
- Facilitated all aspects of buyer and seller transactions, including establishing contact, writing reservations, and developing contract agreements for the Contract Administrative department.
- Orchestrated and executed events and meetings in line with company standards and objectives. Curated gatherings to market to specific demographics - Broker and prospect gallery events.
- Gained extensive analytics utilizing e-condo systems for the multi-family real estate market, pulling information on prospect behaviors and preferences to create marketing strategies.
- Partnered with departmental leadership. Demonstrated expert influencing skills to identify and outline research and program objectives. Led collaborative digital marketing efforts to determine best practices with expert attention to detail. Directed team with creative and competitive leadership  
Successfully supported team of real estate professionals to sell out a pre-construction condominium development. Collaborated with retail banking, financial services, and other business partners as needed

## Property Administrator

2005 – 2010

Gables Residential | Boca Raton, FL

- Spearheaded marketing strategies and incentives for prospective residents, to maintain full occupancy. Led relationship building, conversion, and creative continuous improvements initiatives in a complex environment. Maximized digital campaign and cross-sell efforts to support customer experience
- Verified compliance with state and federal regulations and standards to prepare for company audits. Met technical requirements to ensure success of landing pages, investing, and creative retail marketing programs
- Prepared and developed documents for new lease contracts and lease renewals. Tasked with posting rent payments, and property renovation information.
- Focus on influencing collaborate vendors, groundskeepers, maintenance staff, and cleaners to promote optimal tenant satisfaction and quality groundskeeping. Led discussions with expert listening skills to stay curious about marketing and customer needs, to impact digital experience
- Achieved 100% occupancy within a 300-500-unit community. Directed partnerships with external partners to support customer marketing to maximize lease conversion rate

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## Education and Professional Affiliations

**M.B.A.** | NYU Stern school of business

courses: machine Learning, artificial intelligence, data analytics, python, finance, JMP Pro, tableau

**B.A.** | Rutgers university

Major: Communication, Media Studies | Minor: Cognitive Science

NYU Stern Business Analytics Club

NYU Entrepreneurial Institute Club

NYU Stern Real Estate Club

**Volunteer**, International We Love You Foundation, 2013 - Present

Support the organization's mission of performing volunteerism, community service, community clean-ups, and social welfare projects worldwide.

**Volunteer**, ASEZ "Save the Earth from A to Z", 2016 - Present

Global volunteer group with the mission to reduce crime locally and globally

**Freelance Writer**, South Florida Times, Fort Lauderdale, FL

Composed engaging stories and content focused on local and national topics by conducting in-depth research. Liaised with staff members to comply with deadlines and quality standards