



# Alisa Krohn

## President/Marketing Director



3237 N. Verdugo Rd., Glendale, CA 91208 (818) 236-3832



### EDUCATION

**Real Estate Agent License #01348287**

PHD, Clinical Psychology, Completion of first year, CSPP

Bachelor of Science in Psychology, UCLA

### SUMMARY OF EXPERIENCE

Property Masters Realty Incorporated -- President/Marketing Director.

Specialize in marketing of residential and investment REO property transactions, development and maintenance of clients, marketing of Property Masters.

Clear Channel Communications -- Account Executive. Created and activated advertising/marketing plans and negotiated contracts for local and national clients. Client portfolio included **US Army, McDonalds, Exxon/Mobil, Robinson's May, Lexus, Toyota, Knotts Berry Farm, Vons/Pavillions, Southern California Ford Dealers, Legoland.**

92.3 KKBT - FM -- Account Executive. Created and activated advertising/marketing plans and negotiated contracts for local and national clients. Client portfolio included: **Robinsons May, US Army, Pabst Brewing, Coors, Clothestime, Janus Investment Funds.**

Sentry Radio -- Account Executive. Represented radio stations throughout the United States. Negotiated advertising contracts between major agencies and stations throughout the US, including, New York, Sacramento, Portland, and Dallas.

D'arcy (DMB&B) -- Advertising Media Buyer. Purchased and negotiated radio and television advertising. Clients included Burger King, General Motors, and Denny's.