



TAMARA VARELLA

SR.VP, Planning & Strategic Alliance

SKILLS

- Marketing and Sales Development
- RE Creative Funding Options
- Real Estate Market & Deal Analysis
- Team Development & Management
- Real Estate Fund Management
- Contract Procurement & Management
- Investor Relations
- Strategic Planning
- Systems & SOPs

EDUCATION

- **Bachelors of Science Degree in Business Management**
Wilmington University

PROFESSIONAL SUMMARY

Senior level executive with over 25 years of company growth and scaling success for varying industries including real estate. Skilled in identifying weaknesses and opportunities to recommend and implement profit driven effective solutions. Forward thinking operations and growth specialist with proven success in organizational development and strategic planning. Skilled at cultivating rapport with key players to optimize project goals and outputs, resolve complex problems and deliver required outcomes. Adept at working with public sector organizations, private companies and multi-national companies.

JOB EXPERIENCE

DECEMBER 2018 - JUNE 2023

THE WIN FACTORY WILMINGTON, DE

PRESIDENT

- Developed the first of its kind paid membership wealth league within the state of Delaware proving access to training, key relationships and funding for real estate, entrepreneurship and investing.
- Founded and managed paid business incubator space for local businesses.
- Provided intensive Real Estate funding stack training and consulting services for real estate investors and General Contractors statewide.

JANUARY 2013 - JUNE 2023

MANIFEST BUSINESS CONSULTANTS WILMINGTON, DE

PRESIDENT

- Provided Real Estate funding stack consulting services for businesses in the process of purchasing real estate.
- Refined organizational structures for over 100+ businesses to consolidate, streamline and delineate necessary functions.
- Developed and executed sales and marketing plans to increase revenue by an average of 57% for clients' within varying industries.
- Developed product line diversification to achieve 30% increase in revenue and penetrate wider markets.
- Achieved substantial growth by executing market expertise and business knowledge to make proactive decisions.