

SAVANNAH DEGRAAF

Marketing Director

SCOPE OF SERVICE EXPERIENCE

Savannah joined NAI Wisinski of West Michigan in May 2016. She creates and maintains marketing materials with coherent style that reinforces brand recognition.

Her responsibilities include: Manage all email blasts marketing company listings; create social media posts that are informative and unique; prepare and update marketing materials including flyers, proposals and presentations for listed properties in both hard copy and digital format; design print and digital advertisements; post and keep the NAI Wisinski of West Michigan blog updated; design and distribute internal and external newsletters monthly; write press releases to be distributed to the media; coordinate the mailing of postcards monthly; lead the volunteer committee-includes monthly meetings, volunteer opportunities, organizing larger events, boost employee participation; and create other various marketing materials for our company and agents.

EDUCATION

Grand Valley State University

- Bachelor of Business Administration, Marketing



PROFESSIONAL AFFILIATIONS

NAI Global Marketing Leadership Council

- Member

COMMUNITY INVOLVEMENT

Wedgewood Christian Services

- NextGen Board Member

Grand Valley State University Alumni Board

- Former Board Member