

MATTHEW KERR

Digital Marketing · Leasing & Property Management · Brand & Analytics

Grand Rapids, MI · 616-888-9558 · Mattkerr09@gmail.com · linkedin.com/in/matthew-kerr9 · matthewkerr.dev

PROFESSIONAL SUMMARY

Community Manager at KMG Prestige managing a two-property portfolio — leasing, occupancy, resident relations, and LIHTC compliance — paired with a hands-on digital marketing background built from launching and growing my own products and e-commerce store. Currently completing a **Bachelor of Arts (B.A.) in Business Administration with a marketing concentration (expected 2027)**. Day to day I run leasing and resident communications, coordinate community events and vendors, and monitor occupancy and leasing performance in property management software to inform decisions. Separately, I've run Meta and Google Ads to a 4.08% conversion rate and \$11,000+ in sales, generated real-estate tour leads at a \$3.82 cost per lead — well below the ~\$17 industry median for real-estate campaigns on Meta — grown an Instagram audience to 15,000 followers, and grown a product to 5,000+ monthly model downloads through SEO, social, email, and content — owning brand, landing pages, and analytics. I also use AI to build the marketing tools I use — landing pages, analytics, and automation — and I build fast: I shipped one product, Crisp, and its marketing site in two days, so I rarely wait on a vendor. I've also hired and managed small teams — fulfillment staff and renovation crews — and trained new hires in fast-paced service and EMS roles. Highly analytical, organized, deadline-driven, and a clear communicator, with an active Michigan Real Estate License.

AREAS OF EXPERTISE

Digital Marketing Campaigns: property websites & landing pages · Google Business Profile & local listings · SEO & SEM · email marketing · social media management

Brand & Collateral: brand consistency across channels · marketing collateral · promotional & social content · campaign analysis & optimization

Leasing & Property: leasing · occupancy optimization · touring · resident engagement & events · LIHTC compliance · property operations · vendor coordination

Team & Leadership: hiring · managing crews & contractors · training & onboarding new hires · leading by example

Analytics & Optimization: Google Analytics · PostHog · pixel tracking · Meta (Facebook/Instagram) Ads · Google Ads · A/B testing · conversion optimization

Build & Tools: self-built websites, landing pages & automations · property management software · CRM systems · Shopify · Google Analytics & Ads platforms · AI tools

PROFESSIONAL EXPERIENCE

KMG Prestige — Community Manager

Nov 2025 – Present

Grand Rapids, MI · managing a two-property portfolio

- Manage daily operations across a two-property portfolio — resident relations, leasing activity, rent collection, and compliance deadlines.
- Serve as a primary point of contact for residents; support resident communications and community events with a consistent, on-brand experience.
- Monitor occupancy, leasing, and operational performance in property management software, interpreting the data to inform decisions and prioritize outreach.
- Support leasing activity and resident touring across both properties.
- Conduct LIHTC income recertifications with strict documentation and compliance accuracy; coordinate vendors and maintenance to meet deadlines.

Kerr & Company LLC — Founder

2021 – Present

Grand Rapids, MI

- Design, build, and ship AI software products and their marketing sites end-to-end — one product, Crisp, went from idea to a live app and website in two days.

- Own the brand, landing pages, pricing, and collateral for software products, keeping brand consistent across channels.
- Grew one product to 5,000+ monthly model downloads through SEO, social media, email, and content; published 42 open models.
- Run Meta lead-form campaigns advertising homes for tours with self-serve scheduling — 47 leads at a \$3.82 cost per lead, roughly 4x below the ~\$17 industry median for real-estate lead campaigns on Meta (WordStream, 2025). Cut cost per lead 30% between campaigns by diagnosing traffic cost rather than the offer.
- Built Kerr OS, a notarized macOS business application that runs the studio — pipeline, retainers, capacity modeling, uptime monitoring, and automated client reporting.
- Track and optimize performance with web analytics and conversion data to guide messaging, pricing, and campaigns.
- Own and manage a rental property end-to-end — leasing, rent collection, occupancy, and tenant relations — including a full renovation (\$85K purchase / \$30K rehab / \$210K ARV) for which I hired and managed the contractor crew.

Redfin — Real Estate Associate Agent

Jun – Nov 2025

Grand Rapids, MI

- Guided clients through property tours and transactions, applying leasing and touring best practices.
- Coordinated scheduling and client communication through an internal CRM with strong phone and email etiquette.

Life EMS — EMT

Jun 2023 – Jun 2025

Grand Rapids, MI

- Communicated clearly and calmly with diverse individuals in high-pressure situations; maintained accurate, compliant documentation.
- Trained and onboarded new team members, modeling protocols and calm communication under pressure.

Fifth Third Bank — Customer Service Representative

2019 – 2020

Comstock Park, MI

- Ranked #1 CSR in West Michigan with \$0 in losses for the year — a model for phone and email etiquette and service quality.
- Managed high call and email volume via CRM, consistently exceeding response and resolution metrics.

Street Outfitters — Owner, E-commerce & Digital Marketing

2018 – 2019

Online

- Built and ran a Shopify storefront end-to-end — branding, product listings, merchandising, and fulfillment — keeping brand consistent across all channels.
- Planned and managed paid advertising on Meta and Google Ads with pixel tracking and analytics, optimizing campaigns for conversion.
- Drove \$11,113 in sales and 941 orders at a 4.08% online-store conversion rate, with Instagram generating roughly \$7,516 from an audience I grew organically to 15,000 followers.
- Hired and managed a distribution and fulfillment team as order volume grew.

EDUCATION & CERTIFICATIONS

Bachelor of Arts (B.A.), Business Administration — Marketing Concentration

Expected 2027

University of Maine at Presque Isle

Michigan Real Estate License — active through 03/2027

Active

Computer Science — Thinkful

2018 – 2019

EMT-B Certification — Dorsey College

2023