

SASHA EDWARDS

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EDUCATION AND TRAINING

Georgia State University, Atlanta, GA M.S in Commercial Real Estate Candidate	July 2026
Clark Atlanta University, Atlanta, GA Bachelor of Business Administration, Marketing	May 2025
Georgia Real Estate Commission, Atlanta, GA Six Commercial CE Credits	April 2025
Metro Brokers Academy, Duluth, GA Georgia Real Estate Salesperson License #390405	Feb. 2019

PROFESSIONAL EXPERIENCE

Century 21 Connect Realty, Roswell, GA | **Licensed Real Estate Professional** Feb. 2019 – April 2025

- ✓ Served buyer and seller clients across Metro Atlanta with customized consultation, contract negotiation, and market analysis. Created branded marketing materials, hosted live events, and produced educational content to build trust and drive conversion. Built a strong personal brand and drove sales and leasing transactions through digital influence.
- ✓ Designed and executed social media campaigns reaching 18K + followers and 240K+ likes on TikTok, 7700 + followers reaching 13K + views monthly on Instagram, 1000+ connections & 1300+ LinkedIn followers that drove 12+ transactions since 2019 through digital influence.
- ✓ Informed clients on rental terms, financial documentation, and location suitability for long-term success.

Virtual Properties Realty, Duluth, GA | **Licensed Realtor** Nov. 2019 – May 2022

- ✓ Advised residential and small business clients on buying, selling, and investment decisions based on CMA insights and financial reviews. Conducted property valuations, contract negotiations, and closing coordination.
- ✓ Engaged with local business networks, lenders, and vendors to streamline service delivery and ensure positive client outcomes.
- ✓ Directed branding efforts and outreach through social platforms and print marketing materials. Software applications included Mailchimp, Sky slope, Dotloop, Canva, and Transaction Desk

Maximum One Realty Partners, McDonough, GA | **Licensed Realtor** Feb. 2019 – Nov. 2019

- ✓ Managed end-to-end transactions for buyers, sellers, and investors through personalized consultation, CMA, and showings. Promoted listings via Zillow, Realtor.com, Eventbrite, and open house events to maximize exposure.
- ✓ Interfaced with loan officers, attorneys, inspectors, and home warranty reps to ensure seamless transactions.
- ✓ Facilitated pop-up shops, seminars, and workshops to enlighten and attract new clientele. Applied CRM systems Chime/Lofty, Paperless Pipeline, and DocuSign.

YES! Communities, Snellville, GA | **Leasing & Sales Agent** May 2015 – Apr. 2018

- ✓ Lodged & sold modular and manufactured homes in a manufactured home community comprising a total of 264 home sites by guiding clients through housing, financing, and lease processes.
- ✓ Delivered strong customer support, hosted community events, and educated clients on ownership vs. leasing.
- ✓ Fostered resident engagement through summer programs, financial literacy events, and local business partnerships.
- ✓ Recognized for highest sales volume in 2016-2017 regionally, and exceeding occupancy targets and maintaining a positive community reputation.

RESEARCH EXPERIENCE

Project Destined Commercial Real Estate Program, Atlanta, GA | Student Fall 2023 – Fall 2024

- ✓ Analyzed Case studies such as “Hines Goes to Rio” for Global Commercial Real Estate Fundamentals
- ✓ Performed Group exercises to problem-solve theoretical situations based on case studies learned in class.
- ✓ Compiled data from foreign markets to establish international points of entry and risk evaluations based on GDP.

CERTIFICATIONS

Project Destined, Commercial Real Estate Fundamentals, Certification	Mar. 2024 – Jun. 2024
Project Destined, Global Real Estate Investments, Certification	Aug. 2024 – Nov. 2024

TECHNICAL SKILLS

Retail Leasing Strategy | Tenant Representation | Comparative Market Analysis| Client Relationship Management
Financial Analysis | Negotiation & Closing | Market Research | Social Media Strategy |Customer Service Excellence