

Alex Talley

MARKETING & OPERATIONS LEADER

Kansas City
alex@atalley.com
atalley.com · LinkedIn

Marketing and operations leader with more than ten years building brands and the systems behind them. I launched one shared brand for four Keller Williams offices and 1,300+ sales professionals, after running operations for a 40+ agent team across five states. I'm at my best when work has outgrown its original process and needs someone to build the structure, train the people and keep the quality high.

1,300+

agents across four offices
united under the WIN
Network brand

181

inbound recruiting leads
from paid Meta campaigns

\$5.77

blended cost per recruiting
lead

10–15

listing launches a week
through a workflow later
used in six states

EXPERIENCE

Director of Marketing · Keller Williams Kansas City North

2024 — Present

- Created and launched the WIN Network brand, uniting four Keller Williams offices and 1,300+ agents under one identity. Wrote the network's vision statement and built the launch campaign, from the 2025 announcement to the February 2026 launch event.
- Lead all marketing for the four offices as the sole marketing resource, directing a full-time virtual assistant: social media, email, internal communications, recruiting materials and agent support.
- Run weekly paid Meta recruiting campaigns that produced 181 tracked inbound leads at a \$5.77 blended cost per lead, contributing to real estate school enrollments and producing-agent recruits.
- Write Coaching Chronicles, a weekly business development newsletter, and run the recurring Week Ahead and Agent Advantage communications, plus monthly client newsletters for individual agents.
- Launched the office's YouTube and TikTok channels and own short-form video from strategy and scripting through filming, editing, publishing and analytics.
- Produce network-wide events end to end (promotion, registration, event-day presentations, on-site content capture) for audiences of close to 200 agents.
- Built the listing and buyer presentation template system used by agents in all four offices, plus custom presentation suites for individual agents.
- Built AI-assisted content workflows and a biweekly marketing reporting tool that use campaign and engagement data to guide what we change next.
- Run recruiting and onboarding marketing, including the network recruiting brochure.

Director of Operations · Edie Waters Network

2021 — 2024

- Directed operations across marketing, listings and transactions for 40+ agents in five states, managing five onsite staff and two virtual assistants across three departments.
- Stabilized the transaction department after volume roughly doubled, adding checklists, templates, automations, staged quality review and backup coverage.
- Administered biweekly payroll in QuickBooks and partnered with the CFO on commission and bonus accuracy. Defined the rules, tested and rolled out a commission calculator for a 364-transaction year.
- Wrote and maintained the company operations manual and led quarterly process reviews with department heads.
- Designed a 12-day cross-functional onboarding program for new agents.

- Hired operations staff, wrote job descriptions and 30/60/90-day plans, and built a tenure-based bonus model that retained the international virtual assistant team.
- Led the rollout of new technology and systems across departments.

Marketing Director · Edie Waters Network

2016 – 2021

- Led a four-person marketing team and owned campaigns, events, brand, print, video and automated follow-up.
- Designed the listing intake-to-launch workflow in Asana and trained the team on it. It handled 10–15 launches a week at peak and was later replicated across six states.
- Led the regional rollout of a multi-million-dollar nationwide merger and dual-brand rebrand across Kansas, Missouri and Colorado, delivered on schedule.
- Owned agent and team branding, including standard and luxury marketing tiers.
- Coached a marketing assistant through progressive ownership and recommended her as my successor; she was promoted to Director of Marketing.

Communications Specialist · Edie Waters Network

2014 – 2016

- Wrote press releases and editorial features from interviews with employees, clients and partners.
- Built social media plans, editorial calendars and brand messaging for the team and its partners as the organization grew.

INDEPENDENT WORK

Founder · Alex Talley Marketing

A boutique design and template studio for real estate agents.

- Branding, presentation suites, social templates, newsletters and marketing collateral for individual agents and teams.
- Consulting on practical AI adoption and AI search visibility for small businesses.

TEACHING & SPEAKING

- Teach practical AI and marketing to agents through public videos, webinars, monthly training and weekly microlearning.
- Co-presented a three-hour hands-on AI workshop for real estate agents.

SKILLS

Brand & creative — identity, launches, rebrands, copywriting, print and presentation design, video, social

Operations & systems — SOPs, budgets, payroll, technology rollouts, hiring, onboarding, process design

Growth marketing — paid social, lead generation, email and newsletters, events and registration funnels, reporting

Leadership — managing people and vendors, presenting to agents and leadership, training

AI — practical AI workflows with Claude, ChatGPT and Gemini; AI search visibility; AI training for nontechnical teams

Tools — Canva, Adobe Creative Suite, Mailchimp, Meta Ads, ManyChat, Asana, Monday.com, Google Workspace, QuickBooks, Eventbrite, WordPress, Wix

EDUCATION

B.S. in Journalism, cum laude · Northwest Missouri State University

Editor-in-Chief, The Northwest Missourian