

RUSSELL BOYD

805.746.1368 | russ@russellboyd.me

Real Estate Website: <https://russellboyd.realtor/>

Website Design Portfolio: <https://russellboyd.me/>
Ojai, CA

PROFESSIONAL SUMMARY

Creative and process-oriented professional with expertise in real estate and technology. A Licensed Realtor with six years of experience and nearly a decade in website design. Well-versed in data analysis, web development, and programming, with a dedication to learning new platforms and tools to optimize workflows. Skilled in implementing innovative solutions, administrative processes, and using data insights to enhance operations and performance. Recognized for being adaptable, trustworthy, and personable, with a strong focus on fostering professional relationships and ensuring efficiency.

TECHNICAL SKILLS

Proficiency in:

- System Administration: Linux, Web Servers, cPanel, WHM, WordPress
- IT Tools & Software: Microsoft Office Suite, Google Workspace
- Web Design: HTML, CSS
- Search Engine Optimization
- Data Analysis: (Excel, IBM Cognos, Google Looker Studio)
- Real Estate-Specific Platforms: Multiple Listing Service (MLS), SkySlope, ZipForms

Familiarity with:

- Web Development/Programming: PHP, JavaScript, MySQL, REACT
- Python: Pandas, NumPy
- REST API
- Adobe Illustrator and Photoshop
- QuickBooks

EXPERIENCE

Licensed Realtor, Sun Coast Real Estate Downtown, Ventura, CA 2018—Current

- Served over a hundred clients to source and purchase homes valued from \$300K to \$1.7M in Ventura County.
- Designed new website with an improved user interface and additional search functionality for MLS, resulting in an updated, contemporary brand.
- Represent both buyers and sellers responsible for finding properties, pricing properties, and negotiating and producing all contractual paperwork for my clients.
- Execute REO, short sales, probate, trust sales, and commercial leasing.
- Manage clients and teams of loan, escrow, and title officers.
- Produce and finalize all California Association of Realtors documents, including Purchase/Listing Agreements, Disclosures, Addendums, etc.

Manager, Don's Smokin' Salmon, Ojai, CA 2015—2018

- Designed and maintained e-commerce SEO-driven website.
- Helped grow a company of two stores selling at the local farmers market to 30 stores with a fully functioning, branded and robust e-commerce website.
- Contributed creative services for organization including graphic design and food photography.

- Provided support services including marketing, sales, copywriting, accounting, and product development.

Founder/Owner, Anathallo the Creative House of Russell Boyd, Ojai, CA 2010—2015

- Created websites and other web-based solutions for over 30 local and national businesses, including FreshPack Produce, Ojai Valley Coffee Roasting Company and Ojai Valley Youth Foundation.

ASSOCIATIONS

Member-ID# 211512944, National Association of Realtors	2018—Current
Member, Ventura County Coastal Association of Realtors	2018—Current

LICENSURE

State of California Department of Real Estate	Expires December 3, 2026
--	--------------------------

CERTIFICATIONS

Python for Data Science and AI Development IBM – Certificate ID: H7SW5IRVJVX4	Issued January 2025
---	---------------------

Data Visualization and Dashboards with Excel and Cognos IBM – Certificate ID: VM5AH3RY3XWV	Issued January 2025
--	---------------------

Application of AI, InsurTech, and Real Estate Technology University of Pennsylvania – Certificate ID: VM5AH3RY3XWV	Issued October 2024
--	---------------------