

MARKETING · REAL ESTATE · CUSTOMER
SUCCESS

Stevan *Stanišić*

(pronounced Stah-nee-shich)

MARKETING DIRECTOR · REAL ESTATE
TECHNOLOGY ADVISOR
CUSTOMER SUCCESS LEADER

Marketing and customer success leader with more than 3 decades of experience building brands, driving adoption, and helping organizations grow. Deep expertise across real estate brokerage environments, CRM platforms, digital advertising, and multi-channel campaign strategy — applied across luxury, national, and franchise brokerages in Southwest Florida and beyond.

WEBSITE s2brandlab.com

LOCATION Bonita Springs, Florida

PHONE 239-777-9517

EMAIL stevan@s2brandlab.com

LINKEDIN linkedin.com/in/stevan-stanisic-florida

30+

Years of progressive marketing and leadership experience across European and US markets

800+

Real estate professionals supported across luxury, national, and franchise brokerages

450

Average leads per month generated through Meta advertising at an average cost per lead of \$5.50 with a 3-5% conversion rate

100%

Client retention through year one at S² Brand Lab via proactive account management

Built to lead.

Built to grow.

A complete skill set spanning brand strategy, CRM administration, digital advertising, account management, and customer success — developed across more than 3 decades of marketing leadership in competitive markets.

MARKETING AND BRAND		
→ Brand Strategy and Development	→ Multi-Channel Campaign Management	→ Meta and Google Advertising
→ Content Strategy and Copywriting	→ Digital Marketing and Lead Generation	→ Data Analysis and Performance Reporting
CRM AND TECHNOLOGY		
→ CRM Administration and Optimization	→ Workflow Automation and Smart Plans	→ AI-Assisted Tools and IDX Platforms
→ Custom Website and Landing Page Development	→ MLS Integration and Tech Infrastructure	→ Google Workspace · Full Suite Administration
CLIENT SUCCESS AND ADVISORY		
→ Customer Success Management	→ Onboarding and Technology Adoption	→ Retention and Growth Strategies
→ Account and Portfolio Management	→ Escalation and Issue Resolution	→ Quarterly Business Reviews and Roadmaps
LEADERSHIP AND COMMUNICATION		
→ Team Training and Development	→ Virtual Training and Webinar Delivery	→ Cross-Functional Collaboration
→ Strategic Consulting	→ Written and Verbal Communication	→ Arts and Nonprofit Marketing

A career built on results.

3 decades of marketing leadership. More than 10 years in real estate. Every role defined by the same outcome: clients and agents better positioned, equipped, and supported than when they arrived.

S² Brand Lab

Founder and Principal Consultant

2025 – Present · Bonita Springs, Florida

FULL-SERVICE MARKETING AGENCY

Full-service marketing, branding, web, and AI agency serving over 20 top productive agents and their teams across SWFL, plus clients in mortgage, interior design, restaurants, medical, artists, art galleries, and startups.

- Deliver integrated services across six pillars: brand, web, campaigns, AI and automation, real estate marketing, and consulting — all personally executed
- Manage 20-plus top productive agent accounts and their teams on an à la carte retainer model covering print, design, CRM, websites, social media, newsletters, advertising, and photography
- Produce weekly newsletters and content for agents across multiple brokerages, sustaining consistent brand voice and engagement
- Build AI-powered tools, lead qualification assistants, and automated workflows — maintained 100 percent client retention through year one

Keller Williams Realty

Personal Brand Advisor and Marketing Consultant

2025 – Present · Southwest Florida

FRANCHISE BROKERAGE

Invited by KW leadership across Bonita Springs, Naples, and Marco Island to serve as personal brand advisor, operating through a dedicated portal at kwbrandlab.com.

- Provide on-demand services to 400-plus agents: listing brochures, presentation booklets, branding, photography, websites, and CRM strategy
- Advise on platform selection, pipeline management, AI-assisted follow-up, and marketing automation tailored to individual agent goals
- Working actively to elevate the visual and digital presence of the KW brand, including plans to design and publish a bi-annual 80-page local luxury KW Magazine

Compass Marketing Director 2024 – 2025 · Naples, Florida NATIONAL BROKERAGE	<i>Primary marketing resource for 250 agents across a brokerage generating over \$1 billion in annual sales volume.</i> → Delivered monthly training sessions to 250-plus agents, consistently rated 100 percent in agent support, tickets, marketing, and design request satisfaction → Built personalized marketing plans for 40-plus top-tier agents within 180 days; primary marketing resource for the Naples market across all business models and experience levels
Engel & Völkers Olde Naples Marketing Director 2018 – 2024 · Naples, Florida LUXURY BROKERAGE	<i>Directed all marketing, technology, and brand for a premier luxury brokerage — growing the agent roster from 50 to 75 with 100 percent retention.</i> → Managed Meta advertising for the brokerage and 42 agent accounts — 450 leads/month average at \$5.50 CPL with 3-5% lead-to-client conversion → Built complete technology infrastructure for 75 agents: hundreds of custom websites, landing pages, CRM setups, and automated workflows → Cut new agent onboarding from 2 weeks to 2 days through a structured process covering CRM, automation, website launch, and brand compliance
Centers for the Arts Bonita Springs Marketing Director · Glass Art Instructor 2016 – 2018 · Bonita Springs, Florida NONPROFIT ARTS ORGANIZATION	<i>Served as Marketing Director and faculty instructor at one of Southwest Florida's leading cultural institutions across two campuses.</i> → Increased adult education enrollment by 20% through targeted campaigns; managed marketing for all annual events including art festivals, live performances, and film festival → Taught stained glass and mosaic to 90 students per semester — continuing a fifth generation family tradition in glass art dating to 1908
Earlier career: More than 15 years of leadership across Europe and the United States in brand development, client relationship management, integrated marketing, and strategic consulting. Alongside my business career, I have spent a lifetime as a stained glass and mosaic artist, continuing my family's fifth generation tradition established in 1908 through commissions for private homes, commercial spaces, and places of worship worldwide.	

Results that define the work.

A track record built across 3 brokerage environments, 2 continents, and more than 800 real estate professionals.

01 Supported more than 800 real estate professionals across luxury, national, and franchise brokerage environments in Southwest Florida

02 Generated an average of 450 leads per month through Meta advertising across 42 agent accounts at an average cost per lead of \$5.50 and a lead-to-client conversion rate of 3 to 5 percent

03 Grew Engel & Völkers Olde Naples from 50 to 75 active agents over two years with 100 percent agent retention

04 Reduced new agent onboarding time from 2 weeks to 2 days through a structured implementation and brand compliance process

05 Supported approximately 250 Compass agents across a brokerage generating over \$1 billion in annual sales volume

06 Increased adult education enrollment at Centers for the Arts Bonita Springs by 20 percent through targeted campaigns and community outreach

07 Built and maintained hundreds of custom websites and landing pages across 75 agents and a full brokerage technology infrastructure

08 Maintained 100 percent client retention through year one at S² Brand Lab while advising 400-plus Keller Williams agents across Southwest Florida

Licensed, certified, *and proven.*

Platform and market expertise earned through real implementation work across multiple brokerage environments, not coursework alone.

→ Licensed Florida Real Estate Professional Active license · Keller Williams Marco Realty	→ CRM Administration and Optimization Lofty, KW Command, and multi-platform environments
→ Meta Business Suite Facebook and Instagram Advertising · Campaign Strategy	→ Digital Marketing Strategy Multi-Channel Campaign Execution · Lead Generation
→ Google Workspace Full suite administration	→ Real Estate Technology IDX Platforms · MLS Integration · AI-Assisted Tools

A note on approach.

For me, customer success has always been about craftsmanship. Understanding what matters, paying attention to the details, and following through on every promise.

That mindset has been shaped by more than 30 years in marketing and consulting, and by a lifetime as a stained glass and mosaic artist within a fifth generation family tradition dating back to 1908. In both art and business, every element has a purpose. When done well, the result is not only effective, but lasting.

That is the approach I bring to every client relationship.