



J. Michael Andrews

MARKETING & REVENUE LEADER — MULTIFAMILY · SEO · BRANDING

Greater Houston, TX | mike@myk.ac | jmandrews.com | linkedin.com/in/mike-andrews-cam1974

PROFESSIONAL SUMMARY

Revenue and marketing leader who fills and keeps units. Pairs rent-optimization pricing with brand, SEO, and campaign work that performs on real budgets — driving renewal retention, lease-ups, and occupancy across markets.

HIGHLIGHTS

- “Find your Happy” campaign on a limited budget
- +35% renewal retention
- SEO & website rebrands
- Rent-optimization pricing (LRO/RealPage)

CORE COMPETENCIES

Revenue, Marketing & Sales

- Revenue/rent optimization (LRO, RealPage)
- Renewal retention & resident relations
- Marketing strategy, SEO & branding
- Market analysis & competitive pricing

Operations & Asset Management

- Property operations & portfolio oversight
- NOI optimization & performance analysis
- Value-add repositioning & due diligence
- Risk, compliance & Fair Housing
- Acquisitions, dispositions & lease-ups

Executive Leadership

- P&L & budget ownership, forecasting
- Strategy, growth & value creation
- Investor relations & reporting
- Vendor & contract negotiation
- Team building & mentorship

Technology & Software

- Yardi, RealPage, OneSite, RentCafe
- Blue Moon, AMSI, CRM & reporting
- Web dev (HTML/CSS/JS), e-commerce
- Local-first AI, automation & agents

PROFESSIONAL EXPERIENCE

Senior Manager — ClearWorth Residential Feb 2023 – Present

- Lead multifamily property operations and repositioning for a firm specializing in improving underperforming assets.
- Align operational strategy with investment objectives to drive efficiency, performance, and value creation.

Manager, Multifamily Operations — Nationwide Portfolio Oversight — Avenue Living Feb 2024 – May 2025

- Oversaw operations across a nationwide workforce-housing portfolio for a North American real estate investment trust.
- Partnered with regional teams and vendors across markets to standardize best practices and improve NOI.

Senior Property Management Specialist — Emerge Living Mar 2023 – Feb 2025

- Delivered operational support and performance oversight across a multifamily management portfolio.

Operations Support Specialist — ClearWorth Capital

Apr 2021 – Mar 2023

- Supported acquisition and repositioning of underperforming multifamily assets to maximize investor returns.
- Contributed to deal analysis and value-add improvements through joint-venture partnerships.

Property Manager — ClearWorth Residential

Nov 2019 – Apr 2022

- Positioned a growing property for market; led amenity, office, and landscaping enhancements and a full website rebrand.

Community Director — CWS Apartment Homes

Dec 2017 – Oct 2018

- Ran daily operations on RealPage/OneSite; owned customer service, marketing, sales, pricing, and investor reporting.
- Increased renewal retention by 35% with a 4% trade-out ROI using rent-optimization software and market data.
- Maintained occupancy +3% through Hurricane Harvey and market saturation.

Property Manager / Auditor / Due-Diligence Team Leader — Marquette Management

Apr 2016 – Nov 2017

- Renegotiated contracts and reduced operating costs by 20%; served as Yardi Specialist and software tester.
- Selected to help develop the Yardi RentCafe platform for the southern region and mentored teams post-rollout.
- Led new-construction punch for the luxury Catalyst high-rise in downtown Houston.

Property Manager / Trainer / Marketing & SEO Specialist — Steadfast Companies

Oct 2013 – Apr 2016

- Sustained 93% average occupancy and +3% ROI YoY; reduced HOA fees by 2%.
- Co-developed the “Find your Happy” marketing strategy to grow exposure on a limited budget.
- Led operations for months post-acquisition without regional presence across three ownership transitions.

Property Manager / Interim Regional Manager — CFLane, LLC

Aug 2011 – Oct 2013

- Achieved and maintained 96% occupancy and +6% ROI YoY; provided regional operational support and inspections.

Property Manager / Regional Support Specialist — Davis Development

Aug 2008 – Aug 2011

- Renegotiated vendor contracts saving the portfolio 10% annually; built localized training for new hires.

Senior Recruiting Manager, Property Management Division — Career Strategies

Oct 2007 – Aug 2008

- Averaged 1,200 booked hours/week; selected to open a new office and trained managers on operations and Fair Housing.

Regional Trainer / Leasing — RREEF · Archstone

2004 – 2007

- Trained regional teams and delivered leasing performance across multi-market apartment communities.

PROGRAMS & WEBSITES DEVELOPED**homeconnect.cloud**

Resident information portal for multifamily communities — operations meets modern tech.

**Myks Brain engine**

Node.js/Express gateway with local Ollama inference and an autonomous build agent.

**Queens Custom Shop**

E-commerce build — Express, SQLite, PayPal checkout.

**Ask Myk**

Local-first AI assistant — private, tunnel-served, with an iOS companion app.

**Designs by MYK**

Founder — brand, web, and creative studio: client sites, e-commerce, identity.

**Local AI Trainer**

Streamlit + Ollama teaching app for hands-on model workflows.

CERTIFICATIONS & ONGOING EDUCATION

- **Certified Apartment Manager (CAM)** — National Apartment Association (2016)
- **Intro to Programming: HTML & CSS** — Udemy (2016)
- **Video Shorts Specialist for Claude** — Hyper Entrepreneur (2026)
- In progress: GitHub Foundations, Google AI Essentials
- Pursuing: Hugging Face Agents, AWS Cloud Practitioner, Microsoft Copilot
- Roadmap: RHCSA, AWS Solutions Architect, CKA

EDUCATION

- University of Houston — Communication & Media Studies
- Houston Community College — Social Psychology

PLATFORMS & SKILLS

Yardi Voyager · RealPage · OneSite · RentCafe · Blue Moon · AMSI · LRO · CRM · Multifamily Operations · Asset Management · Property Management · NOI Optimization · Revenue Management · Budgeting & Forecasting · Investor Relations · Underwriting · Due Diligence · Value-Add Repositioning · Acquisitions & Dispositions · Lease-Ups · Renewal Retention · Fair Housing · Vendor Management · Marketing & SEO · Team Leadership · Training & Enablement · HTML/CSS/JavaScript · Node.js · Express · E-commerce · Local-First AI · Automation