



# COURTNEY SAKSEFSKI

Principal, Chief Marketing Officer  
Statewide  
#CRE Marketing Expert



## ABOUT COURTNEY

Courtney passionately crafts and coaches innovative marketing and lead generation campaigns for commercial real estate assets, agents, and the LQ brand across greater Orlando, Tampa Bay, Sarasota, Fort Myers, and Naples, Florida.

This includes:

- Marketing & Research Management
- Lead Generational Training
- Social Selling / Digital Canvassing Trainer
- Agent Recruiting + Branding Campaigns
- Junior Agent Mentorship
- Brand Awareness
- Automation / Content Creation
- Public Relations
- Website Development, Blogs, RSS, Landing Pages, SEO
- Business Plans
- Pipeline Management
- Annual Budgets, Goal & Financial Reviews
- Industry Speaker (Roundtables, Panels, Conference/Events...)

For 20 years, Courtney has marketed retail, office, industrial, land, and special-use assets. Today, she mentors agents and marketers on business development, personal branding, and how to blend an owner, tenant, or investor mindset with speed-to-market technologies.

This has resulted in \$738M and 104M square feet of commercial transactional experience. This depth encompasses tenant and landlord representation, sales, sale-leasebacks, business brokerage, and investment dispositions.

Courtney is an active member of the International Council of Shopping Centers (ICSC) where she is Vice Chair of the 2025 ICSC@Florida conference (2026 Chair), and past member of the ICSC Next Generation Leadership Network (NGLN).

She is a 2023 - 2025 "Woman of Influence" in Commercial Real Estate by the CREi Summit. She provides thought leadership as a guest, panel, webinar, and roundtable speaker.

Looking for some CRE "secret sauce" on corporate or personal branding, lead generation, Ai for #CRE, effective campaigns and more? Contact @CRECourtneySki at 407-929-2863!

## EXPERIENCE



## EDUCATION



**B.S. - Political Science  
Florida State University**

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