



"I love the opportunity to tell unique stories about **our clients, community, and advisors** through my marketing role. "

West Michigan has played a vital role in Callie's view of community, creativity, and innovation. The unique diversity of talent, knowledge, and ambition is one of the main reasons Callie chose to call West Michigan home.

Her entire career has been in commercial real estate, working in various markets throughout the state. Her background in marketing and sales allows her to be able to strategically support advisors and clients.

Callie loves being able to tell the unique stories of clients, advisors, and the local community through the content she curates. Each story provides the local market with deeper insights into a business or individual. In her role at Advantage, Callie provides strategic marketing through creating and implementing company branding, email marketing, events, website integration, digital strategies, advertising, social media, SEO, and analytics.

Callie also leads and guides the efforts of the marketing & research departments. She helps provide structure, strategy, and creativity to streamline projects and processes. She provides support and direction, liaising between staff and advisors. She helps the marketing and research team operate efficiently and accurately to provide the best possible product for clients, advisors, and the West Michigan community.



## CALLIE SIMON

Marketing & Research Creative Director

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### ACCOMPLISHMENTS

Google Analytics Certification  
Mortgage Loan Officer

### COMMUNITY INVOLVEMENT

Crossroads Bible Church  
Starlight Ministries



**ADVANTAGE**  
COMMERCIAL REAL ESTATE