

MADDIE KIRBY-WEST

Luxury Residential Operations Leader

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Executive Profile

Luxury operations leader with five years of progressive leadership experience overseeing luxury residential communities and a resort, a \$2.5M operating budget, capital improvement programs, resident experiences and high-performing teams. Known for combining operational excellence with exceptional service, financial stewardship and creative marketing. Proven record of increasing sponsorship revenue by 51%, delivering \$250K+ in exterior capital improvements and resort enhancements, negotiating significant vendor value, and creating premium lifestyle experiences for affluent homeowners.

Signature Achievements

- Built a new career in the United States after relocating from the UK, advancing from administrative support to General Manager in just over two years.
- Increased sponsorship revenue from \$43K to \$65K in one year - a 51% increase - and continued growing the program year over year.
- Hosted and operationally supported Newmar's 10-day national campaign shoot for its 2027 luxury coach lineup, coordinating resort access, staging and filming logistics.
- Negotiated more than \$50K in complimentary enhancements within a three-year landscape agreement.
- Helped deliver \$250K+ in exterior capital improvements and resort enhancements, including a first-class dog park, entrance water feature, \$50K+ in landscape upgrades, and redesigned entrance signage and curb appeal.
- Spearheaded a multiyear brokerage agreement through an Association subsidiary, securing favorable commission terms that generate income to offset owner costs.
- Developed an Andrew Steele destination campaign that generated hundreds of thousands of views across channels, contributed to at least five property sales and supported the strongest seasonal occupancy since COVID.
- Completed more than two years of paralegal training in Commercial Debt Recovery at Shoosmiths, one of the UK's leading law firms.

Professional Experience

General Manager | Pelican Lake Motorcoach Resort | KW Property Management

January 2024 – Present

Pelican Lake is a 289-site luxury ownership resort where lots have sold for more than \$1M and coaches range from approximately \$500K to \$4M. The role combines association governance, resort and rental operations, marketing, capital projects and high-touch service for an exceptionally discerning ownership community.

- Direct all operations for a premier 289-site luxury motorcoach resort with responsibility for a \$2.5M annual operating budget.
- Lead, coach and develop an eight-member team, building a culture of accountability, responsiveness and service excellence.
- Create and execute luxury resident experiences, signature galas and lifestyle programming while remaining hands-on during the resort's demanding peak season.
- Oversee a \$200K seasonal events budget, delivering five large-scale galas and more than 50 events between November and April.

- Negotiate 15-20 vendor contracts annually, consistently improving value, performance and commercial terms.
- Grew sponsorship revenue by 51% in my first year through strategic partnership development and have continued to expand the program year over year.
- Represent the resort at exclusive, multi-day luxury motorcoach trade shows and build relationships with industry leaders, including Newmar and Newell Coach.
- Lead creative direction for destination marketing campaigns that have measurably increased awareness, occupancy and property sales in a highly competitive Southwest Florida market.
- Serve as the primary liaison among the Board of Directors, owners, committees, vendors and executive leadership.

Property Manager | The Sanctuary at Imperial River | KW Property Management

April 2023 - January 2024

- Managed day-to-day operations for a 200-unit condominium association spanning eight three-story residential buildings.
- Led recovery work following Hurricane Ian, coordinating a multimillion-dollar insurance claim affecting ground-floor residences, the clubhouse and common areas.
- Guided owners through unit restoration after flood damage, balancing urgent resident needs with Association responsibilities.
- Partnered with the Board to evaluate proposals, restore amenities and complete the clubhouse renovation.
- Managed daily building operations, leaks, emergencies and vendor response within an aging condominium community.

Assistant Property Manager / Administrative Assistant | Summit Place | KW Property Management

October 2021 - April 2023

- Earned promotion from Administrative Assistant to Assistant Property Manager within my first year based on performance.
- Supported multimillion-dollar capital projects, including the reroofing of approximately 220 townhomes.
- Supervised staff, coordinated vendors, prepared Board reports and managed resident communications.
- Contributed to securing an \$8M Association loan.

Paralegal – Debt Recovery | Shoosmiths Solicitors (UK)

2017 – 2021

- Managed a complex commercial debt-recovery caseload while supporting nationally recognized corporate clients.
- Built trusted client relationships, negotiated resolutions and maintained rigorous regulatory compliance.
- Developed the polished communication, stakeholder management and conflict-resolution skills that continue to distinguish my leadership style.

Education & Credentials

GED Equivalent Diploma

Bay House School & Sixth Form (2014)

CILEX Paralegal Qualification (UK)

Florida LCAM

Core Competencies

Luxury Residential Operations • Resident Experience & High-End Hospitality • Budget Management • Team Leadership • Event Management • Vendor Negotiation • Capital Projects • Marketing • Sponsorship Development • Board Relations • Strategic Partnerships • Microsoft Office • Canva • Eventbrite • Vantaca