



Jonathan B. Cocca, Marketing Coordinator/Licensed Salesperson

EDUCATION

Bachelor of Science in Communications, Buffalo State College
Associate of Applied Science, minor in Mechanical Drawing, Genesee Community College

AFFILIATION

Licensed New York State Realtor
Buffalo Niagara 360

EXPERIENCE SUMMARY

Mr. Cocca's experience as a small business owner and real estate salesperson provides a unique perspective and understanding of a client's business and real estate needs. His background in commercial real estate, sales, marketing, budgeting, inventory, employee supervision and account management allows him to strategically assist clients by understanding their needs from a business perspective, researching the real estate market, negotiating on their behalf and assisting with transitioning and marketing when necessary. Likewise, his education and professional experience in communications and design allows for visualization and effective marketing of a client's property utilizing numerous non-traditional, multi-media and social media networks. This unique attention exposes his clients' properties to a broader market base resulting in swift turn-around and sales/lease generation.

EMPLOYMENT SUMMARY

McGuire Development Company, LLC 2010 - present

As a Marketing Coordinator and Licensed Salesperson, Mr. Cocca is responsible for creating and incorporating branded, strategic marketing initiatives to facilitate the sale, lease or owner representation of commercial real estate properties. His broad professional experience allows him to visually create and implement all aspects of a real estate transaction from initial marketing and client visioning to finalization and deal closure.

EMPLOYMENT SUMMARY CONTINUED

Mr. Cocca is experienced in all facets of real estate and marketing having served as Vice President of Operations and Creative Director for Parkside Coffee in Buffalo and as a Graphic Designer for The Buffalo News.