

Payton Broaddus

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EDUCATION

Georgia State University, J. Mack Robinson College of Business | Honors College Atlanta, GA
Bachelor of Business Administration | Major: Finance | GPA: 4.10 May 2024
Awards: Zell Miller Scholar & Presidents List

EXPERIENCE

JLL | Incoming Capital Markets Summer Intern | June 2023 – August 2023 Atlanta, GA
• 10-week rotational internship where I will gain exposure to both debt/equity capital markets and investment sales

Normandy Partners | Brokerage Intern | May 2022 – August 2022 Atlanta, GA
• Lead potential tenants and brokers on 30+ tours of office/flex/warehouse space throughout the Metro Atlanta area
• Compiled and presented market data for internal competitive set reports, master lease abstracts, and external market reports
• Assisted brokers in day-to-day activities such as preparing for tours, updating master deal sheet, and updating CoStar
• Demonstrated creative strength through assembling marketing flyers and leasing brochures in Adobe InDesign and Illustrator
• Displayed strong time management skills by maintaining a 4.0+ GPA during summer semester classes

Ember Capital Group | Acquisitions Intern | March 2021 – August 2021 Norcross, GA
• Utilized strong communication skills to procure residential homes over the phone by means of 7,000+ cold calls
• Analyzed/valued 100's of homes on the fly using FMLS and other market data while building rapport with the homeowner
• Worked effectively in a fast-paced environment by managing and contacting 1,000+ unique leads within Podio
• Contributed greatly to company's profit level by being responsible for purchasing close to \$1MM in residential homes

Maverick Mobile Detailing | Owner | March 2020 – August 2020 Roswell, GA
• Managed all aspects of client sourcing, marketing efforts, and quality standards upheld across services
• Completed 95+ services throughout the Northern Atlanta area while keeping a positive feedback rating
• Introduced an ancillary pressure washing offer to select clients based on their satisfaction with original detailing

ATLSupremes | Luxury Apparel Reseller | May 2018 – May 2022 Atlanta, GA
• Source & sell high-end shoes, clothes, and other merchandise to 110+ online customers
• Research secondary market pricing dynamics to continue closing sales at or above fair value
• Process, negotiate and deliver orders efficiently resulting in near-perfect client satisfaction ratings
• Built a strong network of buyers and sellers, which has resulted in recurring sales

LEADERSHIP & PROFESSIONAL DEVELOPMENT

The Commercial Real Estate Group at GSU | Member '20-'22, Vice President '23 Atlanta, GA
• Assist in booking and facilitating guest speaker events and property tours, preparing educational resources and marketing materials, and guiding members throughout the recruitment process.
• The Commercial Real Estate Group is an organization dedicated to exposing and educating students about the vast world of commercial real estate

Panthers on Wall Street 2022 Cohort | Cohort Member | September 2022 – November 2022 Atlanta, GA
• Selected to be 1 of 16 out of 300 competitive applicants to develop professional skills, build a strong network, and seize career opportunities
• Panthers on Wall Street allows undergraduate and graduate students to communicate with high-ranking executives in top firms (Truist, Blackstone, Goldman Sachs, Citi, JPMorgan, etc.) and experience what they are taught in the classroom in a real-world context and learn how to conduct themselves in a professional environment.

StartUpGSU | Venture Senior Partner | September 2022 – Present Atlanta, GA
• Recommended 15 out of 52 investments in student-run businesses to the Head of Investments and Managing Partner
• Conducted market research and competitive analysis to support investment decisions across various industries

OTHER SKILLS & INTERESTS

Licenses/Certifications: Georgia Real Estate Salespersons License, The Real Estate Financial Modeling Bootcamp, The Real Estate Pro Forma Modeling Master Class, The Real Estate Equity Waterfall Modeling Master Class

Skills: Microsoft Office (Excel, Word, PowerPoint), Adobe Creative Cloud (Photoshop, InDesign, Illustrator, Premiere Pro)

Other Affiliations: Atlanta Dream Center, North Fulton Community Charities, & Young Life Sharptop Cove Work Crew

Interests: Concerts, Golf, Music, & Soccer