



**2022 Women in Professional Services: Ilana Schwartz, OMG -
Online Marketing Group**

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Ilana Schwartz
CEO

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In the last 12 months, what was your TOP career highlight? Helping my clients fill vacancies no matter where the property was located or how challenging the market was. I was able to maximize client's media spend by working harder and thinking outside of the box. Given today's myriad websites and digital advertising opportunities, it is far too easy to waste money on ineffective outlets. The media plans were thoughtful and strategic, designed to meet the clients' goals at a cost effective budget, whether over a few months or a few years.

In the last 12 months, what ONE award were you most proud to receive? My wife and I had our third daughter. I'd say that was an award while running a successful company

What advice would you give the next generation of women in your industry?

- Do more. Spend efficiently.
- Focus on what's important and impactful.
- Work hard & be kind.
- Relationships matter.

In the last 12 months how have you helped your industry grow through professional creativity, innovation and leadership? Ilana blends inspired design and hard data to craft an individualized creative marketing strategy for her clients, so their brand emotes directly with their consumer. Ilana has not only helped her clients get through COVID, but she has also been able to create trends using data, innovative marketing strategies and out of the box ideas while maximizing media spend. Real estate was impacted during COVID and me and my team were able to successfully drive qualified leads which translated into transactions at dozens of properties across the nation. This required ongoing campaign optimization and out-of-the-box ideas while bringing experience, passion & talent into the mix.

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