
CARMEN RASNICK

MBA, CNU-A, LEED AP

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PROFESSIONAL SUMMARY

Experienced management professional with a decade of expertise in community development, real estate and municipal finance, strategic planning, and public-private partnerships. Demonstrates a visionary approach to governance and development, driving operational efficiency and growth in the public and private sectors. Committed to advancing access to affordable and sustainable housing through the utilization of a human-centric approach to outreach and development.

EMPLOYMENT HISTORY

SENIOR PRODUCT MANAGER

Apr 2024 – Feb 2025

U.S. Green Building Council (Remote – position ended due to family medical leave)

Washington, D.C.

- ◆ Spearheaded actionable updates and solutions for LEED products used by government and affordable housing sectors, aligning with policy, climate, and financial elements of these industries.
- ◆ Enhanced product launch efficiency and market reach through development of feedback loops and core product strategies aimed at local government, non-profit, and community development partners.
- ◆ Fostered cross-functional collaboration by creating core teams and market partners to connect the organization with the product's respective industry.
- ◆ Accomplishments include successful implementation of a competitive pricing strategy, successful revision of marketing materials, creation of product strategies, and extensive market research on affordable housing/community development.

LEED PROJECT MANAGER – ORLANDO INTERNATIONAL AIRPORT

Sep 2023 - Mar 2024

ecoPreserve (Position ended due to relocation to NY)

Orlando, FL

- ◆ Led LEED compliance for federal aviation project by enhancing sustainability measures such as ESG, decarbonization, and climate risk to be in alignment with project goals, budget, and design standards.
- ◆ Boosted LEED reporting accuracy, providing precise data and insights to Owner's Rep while adhering to project specs.
- ◆ Resolved LEED technical issues swiftly, ensuring project continuity and minimizing impacts on municipal and federal budgets.

PROGRAM MANAGER - REAL ESTATE DEVELOPMENT

Feb 2023 - Sep 2023

Orange County Government

Orlando, FL

- ◆ Improved procurement process to advance community partnerships related to the development of affordable housing, EV charging, commercial buildings, and infrastructure within the confines of the County's municipal budget.
- ◆ Implemented affordable housing tools and strategies such as a property heat map and assessment matrix, leading to tangible results within the County's municipal budget and HUD funding guidelines.
- ◆ Fostered public-private partnerships, enhancing government relations and ensuring project success for high profile partners such as Disney, Universal, and Lennar.

PRINCIPAL PLANNER

Jul 2022 - Feb 2023

Orange County Government (Promoted)

Orlando, FL

- ◆ Streamlined \$34M HUD grant management process, enhancing fund allocation, program efficiency, regulatory compliance, and project success.
- ◆ Pioneered a 10-year HOME-ARP plan, securing an additional \$10.5M for affordable housing initiatives and partnerships.
- ◆ Collaborated with Red Cross and emergency teams to develop County's first disaster resilience plan with a housing-centric approach.
- ◆ Conducted comprehensive impact studies to advance funding and plan reach for ESG goals, disaster resilience, rehab, and affordable housing.

FISCAL MANAGER**City Of Orlando****May 2021 - Jul 2022****Orlando, FL**

- ◆ Managed \$235M capital and operating budgets to advance optimal resource utilization and cost saving measures.
- ◆ Nominated by CFO to the Orlando Business Journal's 40 Under 40 list for exceptional municipal budgeting performance.
- ◆ Developed SOPs, policy, and organizational work structure guidance to create an employee growth pipeline.
- ◆ Led the development of a community dashboard tool to enhance public engagement and transparency for City-led projects impacting residents.
- ◆ Facilitated seamless interdepartmental communication as City Council liaison leading to successful approval and advancement of initiatives and projects funded by our budget.

SENIOR URBAN PLANNER**GAI Consultants (Laid off due to pandemic)****Mar 2020 - Jan 2021****Orlando, FL**

- ◆ Managed community development projects centered around transit, affordable housing, ESG, and economic development initiatives.
- ◆ Implemented strategic P3 planning initiatives for Disney HQ relocation, promoting a focus on sustainability within budget.
- ◆ Deployed key data analytics in market studies to inform strategic action plans centered on community development, climate, and financial risks for large-scale projects.
- ◆ Led capital budgeting and sustainability measures supporting the City of Atlanta, Jacksonville, and Tampa's comprehensive plan and land use policies.
- ◆ Evaluated impact of various community development initiatives driving economic development success across the U.S., leading to an improvement in communication and approach for community outreach efforts.
- ◆ Partnered with cross-functional teams to deliver impactful community redevelopment solutions, balancing stakeholder needs with municipal and project budgets.

URBAN PLANNER**Akerman LLP (Laid off due to pandemic)****Apr 2019 - Mar 2020****Orlando, FL**

- ◆ Managed due diligence for real estate entitlements, ensuring risk mitigation and informed decision-making.
- ◆ Fostered government relations, securing timely approvals for large-scale master planned communities utilizing municipal financing, impact fee assessments, and infrastructure development.
- ◆ Advocated for improved mass transit, contributing to regional transportation planning and financing initiatives.

BUDGET ANALYST**City of Orlando****Apr 2018 - Apr 2019****Orlando, FL**

- ◆ Managed \$437M capital plan, optimizing citywide project funding, reporting, and improving transparency of public data.
- ◆ Delivered mid-year budget review cycle designed to improve financial planning, accuracy for project budgets, and capital fund efficiency.
- ◆ Analyzed municipal bonds for improved project management and execution – reported directly to Deputy CFO.
- ◆ Proposed innovative financial planning solutions driving long-term capital budgeting strategies to improve organizational efficiency and project success for key efforts including homelessness services, housing, transit, and sustainability.
- ◆ Created financial reporting structures for the City's Green Action Plan, PAFR, CAFR, and 5-year CIP budget/plan.

PROJECT MANAGER/FINANCIAL ANALYST**Creative Village Master Development Team (Position eliminated)****Aug 2016 - Mar 2018****Orlando, FL**

- ◆ Orchestrated development plans and entitlements for 70+ acres of infill projects, leveraging public-private partnerships, consultant relationships, and public engagement in historically disadvantaged areas of Orlando.
- ◆ Directed \$200M+ in real estate projects, ensuring timely completion and fulfillment of funds to local government bond.
- ◆ Conducted comprehensive investment analysis and financial modeling for strategic decision-making.
- ◆ Facilitated partnerships across private, state, and local levels. Coordinated consultants and managed community outreach on a highly controversial project.

EDUCATION

MBA: FINANCE

Rollins College - Crummer Graduate School of Business

Concentration: Finance

Mar 2014 - Dec 2016

Winter Park, FL

REAL ESTATE CERTIFICATE

Florida State University

Completed one-year masters-level certificate in Real Estate Valuation, Finance, and Investment

Aug 2015 - Aug 2016

Tallahassee, FL

URBAN PLANNING

Rollins College

Graduated with Honors

Minor in Economics

Jan 2010 - May 2013

Winter Park, FL

SKILLS

Community Development, Economic Development, Affordable Housing, Municipal Finance, Public Budgeting, Public Policy, Government Grants, Government Relations, Strategic Planning, Project/Program Management, Community Engagement, Public Speaking, Team Leadership, ESG, Climate Risk, Sustainability, Public-Private Partnerships, Budget/Grant Management, Real Estate Finance, Non-Profits, Workday, Excel, Green Badger, ADP, MS Office Suite

ADDITIONAL INFORMATION

AWARDS

- National Association of Women in Construction DEI Champion of Progress Nominee (2023)
- National Association of Women in Construction Outstanding Woman in Construction (2023)
- Orlando Business Journal 40 Under 40 Honoree (2022)
- Rollins College Professional MBA Leadership Award (2016)
- Rollins College Fiat Lux Student Leadership Award (2013)
- Rollins College Dean's Leadership Award (2013)
- Rollins College Outstanding Senior for Academic Performance Award (2013)

LEADERSHIP

- City of Orlando Board of Zoning Adjustment, Appointed Member (2022-2024)
- City of Orlando Mayor's Task Force on Homelessness, Appointed Member (2023-2024)
- City District Main Street, Appointed Treasurer (2022-2024)
- Urban Land Institute Central Florida District Council, Treasurer (2022-2024)
- Crummer Graduate School of Business, Alumni Board Member (2022-Present)
- American Planning Association Orlando Metro Section, Treasurer (2019-2023)