



Amelia Swart



Licensed Broker
Managing Principal

AA in Business Administration

LSSC 2007

BA in Design

Art Institute 2018

Amelia brings over 15 years of experience in the marketing industry. Her niche experience in community development and marketing provide a well-versed resource to properly advise and produce successful growth & engagement for clients and communities.

Expertise: Strategic Planning, Organizational Management, Succession Planning, Market Research, Branding & Design, Event Programming & Content Development Management.

Career Highlights:

7Twelve Marketing Solutions

2019-Current

Owner

Accomplishments:

- Growth & Development of the Lake 100 organization that specializes in business advocacy for C-Suite Executives in Lake County. Over two years, Lake 100 has grown in members within a specific demographic and substantially grown in corporate sponsorships.
- Introduction and implementation of the county wide Strong Towns initiative that offers resources to city and county leaders to develop fiscally responsible planning solutions. After working with the Strong Towns organization, we developed the Action Team program and Lake County was the first county in the nation to host this program.
- The development and implementation of the Lincoln Park Education Center. An effort on behalf of Lincoln Park South Lake Alliance resulted in the repurposing of Clermont Elementary offering a unique learning environment with access to high school, technical, and college course on the same campus.

Forefront Architecture + Engineering

2011-2020

Marketing Director & Partner

- In addition to organizational management for a firm with 40+ employees, primary responsibilities included strategic planning and marketing/sales management. In order to close sales, Amelia assisted many developers and builders throughout the pre-construction process with their marketing efforts to gain public approval and community buy-in. Her expertise in pre-construction marketing is what led to the formation of 7Twelve Marketing Solutions.

Non-Profit



Private Sector

