

# MONICA LEANN LUERA

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## PROFESSIONAL EXPERIENCE

### Capitol Market Research, Austin, Texas MARKET ANALYST/GIS SPECIALIST

*September 2006 - present*

Assist in the production of comprehensive market feasibility studies, small area forecasting and economic impact assessments.

- Implement field and telephone surveys to update local office, retail and multifamily market databases
- Perform detailed data collection and research to distinguish real estate and economic market trends
- Maintain a database of over 1,500 local MSA office, retail and multifamily locations
- Use GIS to create a visual representation of research findings to be used for spatial and statistical analysis

### The University of Texas, Austin, Texas STUDENT CALLER/FUNDRAISER

*August 2005 – September 2006*

Helped raise funds and donations for the different colleges at the University of Texas

- Telephoned alumni, built rapport, update current information and ask for donations
- Responsible for raising \$112,000 over the course of a fiscal year
- Telephoned local Austin businesses to receive donations for the call center incentive program

### American Eagle, Fort Worth, Texas and Austin, Texas SALES ASSOCIATE

*November 2004 – August 2006  
Winter and Summer Seasonal Work*

Represented the American Eagle brand name and served customers in their shopping experience

- Responsible for greeting customers
- Performed daily cleaning duties, including opening and closing the store and cleaning out dressing rooms
- Received daily shipments of merchandise, processed it and restocked the sales floor
- Ran the cash register which included the processing of sales, returns, gift cards and new credit card applications
- Participated in overnight floor sets that required moving around furniture and replacing marketing

### Limited Too, Fort Worth, Texas BRAND REP

*March 2003 – August 2004*

Represented the Limited Too brand name and served customers in their shopping experience

- Responsible for greeting customers
  - Performed daily cleaning duties, including opening and closing the store and cleaning out dressing rooms
  - Received daily shipments of merchandise, processed it and restocked the sales floor
  - Ran the cash register which included the processing of sales, returns, gift cards and new credit card applications
  - Participated in overnight floor sets that required moving around furniture, replacing marketing and conceptualizing displays
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## EDUCATION

UNIVERSITY OF TEXAS, AUSTIN, TEXAS  
B.A. History

*December 2007*

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## SOFTWARE

ArcGIS 9.2, Microsoft Word, Excel, Access, Outlook and PowerPoint