

Biography of Carrie J. Little, BS, MS, CEO @CarrieJoLittle

Carrie J. Little is an esteemed figure in the real estate industry, recognized for her innovative methods and steadfast dedication to excellence. Her career path, which expertly intertwines real estate and education, is highlighted by a series of substantial achievements and contributions, earning her respect as a leader and educator.

Academic Journey and Professional Foundations

Carrie embarked on her academic journey at Triton College, laying the groundwork for her future success. She continued her education at Elmhurst College, where she earned a Bachelor of Science in Business Administration in 1999. This period was instrumental in shaping her business expertise. Carrie further expanded her knowledge with a Paralegal Certification from Boston University in 2007, equipping her with crucial insights into real estate law. In 2015, she obtained a Master's degree in Digital Marketing & Analytics from Aurora University, showcasing her foresight in the integration of digital technology in business.

Real Estate Career

Beginning her real estate career in 2001 as a Licensed Broker with Baird & Warner in Glen Ellyn, IL, Carrie demonstrated her versatility in various roles, including buyer and seller representation, new construction, and commercial real estate. She became a Managing Broker in 2008.

In 2017, Carrie founded CarMarc Realty Group in West Chicago, IL, and Orlando, FL. As CEO and Designated REALTOR®, she has led the firm to become a beacon of technological advancement in the real estate sector, serving a diverse range of clients. Her leadership in team management and operational oversight has been crucial to the firm's success.

Educational Contributions

Carrie's passion for education is evident in her role as a Licensed Instructor across several states from 2017 to 2022 and as an Adjunct Professor at Columbia University, MO, for the National Association of REALTORS® since January 2020. She has also been a Licensed Continuing Education Instructor since November 2012.

Carrie J. Little, BS, MS

Legal and Corporate Experience

From August 2006 to September 2008, Carrie worked as a Legal Assistant and Paralegal at East Coast Real Estate, McDonald's Corporation, Oak Brook, IL, gaining valuable experience in commercial real estate.

Early Career Highlights

Carrie's professional journey started at NEC Technologies, Itasca, Illinois, where she was an International Demo Center Coordinator from May 1995 to September 1998.

Media Influence and Social Engagement

Carrie is not only the creative force behind the Smart Girl Media Blog but also a contributor to the National Association of REALTORS® magazine, Chicago Agent Magazine and . She hosts "The Real Estate Minute" on WBBM AM 780 and 105.9FM and the "The Socially Savvy Agent" podcast.

Digital Media and Community Outreach

Carrie has significantly expanded her digital footprint with "The Socially Savvy Agent," a popular podcast and YouTube channel that delves into the nuances of real estate and digital marketing. Additionally, she engages with her audience through a live show every Friday morning on Instagram @CarrieJoLittle, offering insights and real-time interactions that resonate with professionals and enthusiasts in the real estate community.

Awards and Recognition

Carrie's academic and professional achievements have earned her numerous accolades, including Women's Council Member of the Year 2016. She has been featured in REALTOR® Magazine, Illinois REALTOR®, and received a presidential award at Mainstreet REALTORS®. Her inclusion in the Swanepoel Power 200 watchlist 2024 and her leadership in the Women's Council further underscore her influence in the industry.

Conclusion

Carrie J. Little's biography is a testament to her unyielding pursuit of knowledge, her pioneering role in real estate, and her dedication to educating future leaders in the industry. Her impact has significantly enriched the real estate sector, establishing her as a paragon of excellence and visionary thinking.