

# STACEY RENE RUSSELL

▶ behind-the-scenes all-star feature

NOMINATED BY: JILL SILVERSTEIN GROUP - COMPASS

Photos by Alina Tsvor

**Name:** Stacey Rene Russell

**Position/Title:** Vice President of Operations

**Office/Company:** Jill Silverstein Group - COMPASS

**How long have you been working for/with the person who nominated you?** 4 years

**How long have you been working in the real estate industry?** 10 years



## What did you do before you began working in your current position?

My professional background is in marketing, social media, and design, working with some of Miami's top firms prior to making the move to Chicago. As the director of marketing for Modern Luxury Miami, I fell in love with the world of real estate and interior design. Partnering alongside Miami's hottest brokerages and developers, I learned the nuances of real estate marketing. I also worked as a freelance journalist for national media outlets interviewing high-profile celebrities like David Beckham, LeBron James, Jay-Z, and more for almost a decade.

## What does your typical workday look like?

While my title is VP of Operations, our team lovingly calls me "The Curator of Chaos." In any way I can support our amazing agents from proposal creation to helping with administrative questions, I am in. For day-to-day, my focus is on marketing efforts for our brand, listings, collateral, advertising, social media, etc. Also, for buyers and sellers to always be able to count on me to consult

with them through each step, tailoring the process to achieve their specific goals and to be a constant resource for them and/or their family.

## How would you describe your job in one word?

Hustle

## Why do you think you excel at your job?

I was luckily blessed with top-notch parents who instilled an incredible work ethic in my brother and me. My dad grew up in poverty and retired as the CFO at one of the biggest law firms in the Midwest. To have been raised by a man who overcame it all, all I know is to: dedicate myself to my work, that every problem has a solution, treat the president the same way I would the custodian, and most importantly, always be kind.

## What is the most rewarding aspect of your job?

I feel very lucky to love my job. I had a professor tell me once that, "when you get into

the workforce, every day might not be great, but if four out of five are, stick with it." In my almost fifteen years of working in marketing, PR, etc., I have never had the support of a team like this. Our group strives on the mentality of, "if we aren't all succeeding, none of us are." Jill encourages feedback and input before any big decisions are made that would impact JSG. While her name is on the door, we all feel a part of this brand, and to be incredibly cheesy, we really are a family.

## What is the most challenging aspect of your job?

I mean, real estate is a very intense business, but I know I am preaching to the choir. I would say the most challenging aspect of my job is that Jill and I are both Cancers, which means, we are tough, but also sensitive. The emotional attachments we have to our clients are real and if we ever lose out on a deal or if an inspection leads to us having to cancel a contract on a dream home, our heart breaks with them. Once we are done pouting and eating an enormous amount of sushi to cure our pain, we get right back to the grind because we know what is meant to be will be and their perfect spot is right around the corner.

## What is one thing about you that others might find surprising or interesting?

My dad's job transferred us to Indianapolis for high school where his law firm represented the Brickyard Race Track. We attended all the races, which leads to my deepest darkest secret that I love Nascar and have a huge crush on Dale Jr.



**"She sees the vision I have and believes in it with her heart, and I'm so lucky. She's just a beautiful soul inside and out."**  
- Jill Silverstein

In middle school, while attending an NSYNC concert, I was questioned by a TV crew asking if I had a cellphone. I lied, said I received one for my thirteenth birthday and the interview later ended up on a "20/20 - Teens With Cellphones" special that aired Thanksgiving Day. Every friend and family member called my parents that night and I am not sure they have ever forgiven me.

## When you're not working, what do you like to do for fun?

When not growing our brand,

I love traveling, but also exploring Chicago, because this city continues to surprise me. Volunteering is a big part of my life, so I love dedicating my time to rescue and helping any animal in need. Fostering is something I'm really passionate about and have only "fostered failed" once . . . not to say there have been some close calls of me having a small farm in my apartment. Spending time with my tiny BFF, my six-year-old nephew, Ryan, is also on the top of my list of favorite things.

## How do you feel about being nominated as a Behind-the-Scenes All-Star?

Truthfully, it is a little overwhelming

because being "back of house" is much more comfortable for me. I couldn't be more honored to not only be recognized by my amazing boss lady, but by the incredible team of *Chicago Real Producers*. I have had a full-time job since I was nineteen and I know it is rare to have your hard work appreciated and the JSG team makes me feel loved every day, but this is some really delicious icing on the cake.

## Is there anything else you'd like to share about yourself, about your job, or about your relationship with the person who nominated you?

My relationship with Jill is more than employer and employee. We are a true partnership in terms of work, and not to make us sound like a couple, but in life as well. Honestly, my family asks about her day just as much as they ask about mine. She is an incredible leader, confidant, support system, entrepreneur, friend, and the definition of a #GirlBoss. To be a part of her squad is a true privilege.

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