

Communication Specialist

Communication specialist with over a decade of experience creating compelling content for various channels, including digital platforms, email marketing, and print media. Expertise in strategic planning, research, and audience analysis to identify target markets and generate leads. Adept at managing public relations initiatives, fostering media relationships, coordinating events, and leading and training teams. Strong communication (written and verbal), organizational, attention to detail, and time management skills; proficiency in marketing analytics tools to track campaign performance, measure ROI, and make data-driven recommendations.

Areas of Expertise

Strategic Planning & Execution	Communications Standards/Practices	Copywriting
Public Relations	Content Development	Brand Positioning
Project Management	Digital Marketing	Process Improvement

Education

Master of Arts | Marketing Communication | Anticipated May 2026
Austin Peay State University, Clarksville, TN

Bachelor of Science | Liberal Studies with a focus in Communication and Writing | 2017
Middle Tennessee State University, Murfreesboro, TN

Associate of Applied Science | Computer Accounting Technology | Graduated Cum Laude (2010)
Nashville State Community College, Nashville, TN

Career Experience

Colliers, Nashville, TN 2018 – Present
Senior Marketing Specialist (2021 – Present)

Lead firm-wide marketing strategies and execution. Authored a management system for tracking listing agreements that are currently in place. Initiate creating and distributing firm-wide, external, and internal informative newsletters. Developed and implemented a four-part analytics dashboard for reporting ROI to shareholders, showcasing above-average media mentions, SEO performance, and social media engagement. Provide copywriting services for marketing initiatives, including developing libraries and toolkits.

- Achieved 100% of KPIs through marketing strategy implementation.
- Secured 100% approval rate by streamlining property marketing campaigns.
- Drove above-average growth in digital marketing platforms, increasing SEO to over 336,000 pageviews, 127,320 users, and 111,536 new users in five years.
- Maintained a 98% pitch-to-print ratio, generating \$2.4 million in advertising value year over year.
- Attained firmwide savings of \$30,000 annually by managing public relations initiatives in-house.

Project Manager (2018 - 2020)

Provided marketing and administrative support for a team of three partners and six brokers. Managed property marketing campaigns that included brochures, mass emailing, website creation, and advertising signs/boards. Produced various real estate deliverables such as surveys, tour books, and proposal presentations. Conducted market and property research for area snapshots, including demographic reports and detailed maps.

- Created marketing collateral for 170+ property listings totaling over \$450 million in value.

Private Individual

2017

Dedicated time to completing undergraduate coursework, focusing on enhancing my academic knowledge and skills, while working part-time as a temp for a funeral home service provider in their graphic design department.

CBRE, Inc., Nashville, TN

2010 – 2016

Client Services Specialist

Provided comprehensive property marketing and administrative support for a top-producing brokerage team specializing in office products. Managed property marketing, including brochures, mass email campaigns, and website creation. Produced various real estate deliverables such as surveys, tour books, and proposal presentations.

- Awarded the title of Client Services Specialist of the Year in 2012.
- Earned an Affiliate Broker Real Estate License in 2011.

Private Individual

2008 – 2010

With a commitment to higher education, dedicated time to completing coursework required for obtaining an associate's degree.

General Insurance Underwriters, Inc., Dickson, TN

1998 – 2008

Senior Account Service Representative

Provided comprehensive administrative and clerical support for an independent insurance agency, which included supporting a sales team of four field agents operating in three states and servicing five national insurance companies. Processed multiple quotes with variable criteria, aiding agents in determining the best coverage value to premium on new and renewal policies. Typed proposals and letters to prospective customers, assisting agents with their new business development initiatives. Supported customer service representatives by accurately processing a range of requested documents, including certificates of insurance, evidence of property, and identification cards.

- Secured a 100% approval rate by developing and implementing a company-specific reference manual designed to standardize department clerical procedures and ensure consistency of department-wide operations.

Professional Development

Professional Certified Marketer (PCM) (2022)

American Marketing Association

Certified Digital Marketing Professional (CDMP) (2022)

Digital Marketing Institute

Technical Proficiencies

Microsoft Office

Sitecore

WordPress

Constant Contact

Adobe (Acrobat, InDesign, Photoshop)

Google Analytics (GA4)

Wix

Hootsuite

Salesforce Marketing Cloud

SmartSheet

MyEmma

LinkedIn