

Communication scholar-practitioner and educator with over 15 years of professional experience in public relations, marketing, strategic communication, and stakeholder engagement. Combines extensive industry expertise with a commitment to higher education, student mentorship, and applied learning. Experienced in developing integrated communication campaigns, conducting audience and market research, managing media and public relations initiatives, and creating content for diverse digital and traditional platforms. Dedicated to fostering inclusive learning environments that connect communication theory with professional practice while preparing students for success in a rapidly evolving media landscape.

Education

Ph.D. in Communication | Program Start: August 2026

Liberty University, Lynchburg, VA

M.A. in Communication Arts with a concentration in Marketing | Honors Graduate | 2026

Austin Peay State University, Clarksville, TN

B.S. in Liberal Studies with a concentration in Organizational Communication | 2017

Middle Tennessee State University, Murfreesboro, TN

Research

“Realizing the interest shift into a high protein diet: A qualitative approach”

May 2026 (unpublished)

[READ FULL RESEARCH REPORT](#)

Teaching Experience

Austin Peay State University, Clarksville, TN

2025 - 2026

Graduate Teaching Assistant

Lead course curriculum for Introduction to Public Speaking classes designed for gaining knowledge in the foundations of speech organization, delivery techniques, audience engagement, and the use of visual aids, while guiding students in developing effective communication skills necessary for presenting ideas confidently and clearly.

- Recipient of the 2026 Outstanding Graduate Teaching Assistant Award.

Professional Certifications

- **Professional Certified Marketer (PCM Digital Marketing) | 2022** - American Marketing Association
 - Overview of Marketing
 - Modern Marketing: Strategy and Execution
 - Auditing Your Social Media Marketing
 - Introduction to Critical Thinking

Professional Development

- Tennessee Communication Association (TCA) – Member
- American Marketing Association – Member

Public Relations + Marketing Experience

Colliers, Nashville, TN

2021 – 2025

Senior Marketing Specialist

Led firm-wide marketing strategies and execution. Authored a management system for tracking listing agreements that are currently in place. Initiated 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. Provided copywriting services for marketing initiatives, including developing libraries and toolkits.

- Maintained a 98% pitch-to-print ratio, generating \$2.4 million in advertising value year after year.
- 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.

Colliers, Nashville, TN

2018 – 2020

Project Manager

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 related 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+ exclusive property listings totaling over \$450 million in value.

Private Individual

2017

Dedicated time to completing undergraduate coursework, focusing on enhancing 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 related deliverables such as surveys, tour books, and proposal presentations.

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

Areas of Expertise

Strategic Marketing Planning & Execution
Public Relations
Project Management
Communication Standards & Practices
Content Development

Digital Marketing
Copywriting
Brand Positioning
Process Improvement

Technical Proficiencies

Microsoft Office (Outlook, Word, Excel, & PowerPoint)
Adobe Suites (Acrobat, InDesign, Photoshop & Express)
Sitecore CMS
Wix
Google Analytics (GA4)

Hootsuite
Smartsheet
Salesforce Marketing Cloud
MyEmma
Constant Contact