

## EDUCATION

M.A. **Mass Media Communication with a concentration in Marketing** (Anticipated May 2026)  
Austin Peay State University | Clarksville, TN  
**GPA: 4.0**

B.S. **Liberal Studies with a concentration in Organizational Communication** (2017)  
Middle Tennessee State University | Murfreesboro, TN  
**GPA: 3.4**

A.A.S. **Computer Accounting Technology** (Graduated Cum Laude 2010)  
Nashville State Community College | Nashville, TN  
**GPA: 3.7**

## TEACHING EXPERIENCE

### Graduate Teaching Assistant (2025 - present)

*Department of Communication | Austin Peay State University | Clarksville, TN*

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.

## RESEARCH INTEREST (unpublished studies)

### Realizing the Interest Shift into a High Protein Diet: A Mixed-Methods Approach

December 5, 2025

[READ FULL PROPOSAL](#)

### LinkedIn: A Game Changer in the Job Market Industry

October 16, 2025

[READ FULL STUDY](#)

### Objective Sports Reporting: It's About Time!

March 12, 2025

[READ FULL STUDY](#)

### Rev. Becca Stevens: Servant Leader, Humanitarian, Impacting the Lives of Thousands

December 12, 2024

[READ FULL STUDY](#)

### License to Misbehave: Is E-Communication Blurring the Line on Workplace Incivility?

July 27, 2024

[READ FULL STUDY](#)

## PROFESSIONAL DEVELOPMENT

Tennessee Communication Association (TCA) – Member

American Marketing Association (AMA) – Member

## PROFESSIONAL CERTIFICATIONS

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### Communication Instruction Certification | 2025

Austin Peay State University

### Professional Certified Marketer (PCM Digital Marketing) | 2022

American Marketing Association

#### Continuing Education Unit Certificates:

- Overview in Marketing
- Modern Marketing: Strategy and Execution
- Auditing Your Social Media Marketing
- Introduction to Critical Thinking

## HONORS

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Phi Kappa Phi Honor Society | Middle Tennessee State University

Phi Theta Kappa Honor Society | Nashville State Community College

Kappa Beta Delta Honor Society | Nashville State Community College

## AREAS OF EXPERTISE

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Strategic Media Planning & Execution

Communications Standards & Practices

Copywriting

Public Relations

Content Development

Brand Positioning

Project Management

Digital Marketing

Process Improvement

## VOLUNTEER WORK

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Hands on Nashville

Rebuilding Together, Nashville

Room at the Inn, Nashville

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Please visit page 3 for a full list of professional background experience.

## PROFESSIONAL BACKGROUND

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### **Senior Marketing Specialist (2021 – 2025)**

*Colliers / Nashville, TN*

Led firm-wide marketing strategies and execution. Authored a management system for tracking listing agreements. 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.

- 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)**

*Colliers / Nashville, TN*

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 academic knowledge and skills, while working part-time as a temp for a funeral home service provider in their graphic design department.

### **Client Services Specialist (2010 – 2016)**

*CBRE, Inc. / Nashville, TN*

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.

- 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.

### **Senior Account Service Representative (1998 – 2008)**

*General Insurance Underwriters, Inc. / Dickson, TN*

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.