

## **Communication Strategist**

Senior marketing specialist eager to leverage communication experience, knowledge, and skills for teaching in a postsecondary environment—backed by a progressive 15+ years of experience creating compelling content for diverse communication platforms and marketing collateral; developing and implementing system processes for optimizing workflow efficiency; and in strategic planning, research, and audience analysis. Adept at leading and training teams, fostering relationships, and coordinating events. Strong communication, organizational, attention to detail, and time management skills.

## **Education**

**Master of Arts | Mass Media Communication with a concentration in Marketing | Anticipated May 2026**

Austin Peay State University, Clarksville, TN

**Bachelor of Science | Liberal Studies with a focus in Organizational 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

## **Teaching Experience**

**Austin Peay State University, Clarksville, TN**

**2025 - present**

***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.

## **RESEARCH INTEREST**

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

December 5, 2025

[READ FULL PROPOSAL](#)

## **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.

- 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 after year.

## **Marketing Experience (cont'd)**

**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.

- 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.

## **Previous Work Experience**

**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 Certifications**

- **Communication Instruction Certification | 2025** - Austin Peay State University, Clarksville, TN
- **Professional Certified Marketer (PCM Digital Marketing) | 2022** - American Marketing Association

## **Professional Development**

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

## **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  
Sitecore  
WordPress  
Constant Contact  
Hootsuite

Adobe (Acrobat, InDesign, Photoshop &  
Express)  
Google Analytics (GA4)  
Wix

Salesforce Marketing Cloud  
SmartSheet  
MyEmma  
LinkedIn

## **Honors Societies**

- 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

## **Volunteer Work**

- Hands on Nashville
- Rebuilding Together, Nashville
- Room at the Inn, Nashville