

EDUCATION

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| 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 focus on Organizational Communication and Writing (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 |

WORKING PAPERS

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

Objective sports reporting: It's about time!
Ethics

License to Misbehave: Is E-Communication Blurring the Line on Workplace Incivility?
Medium Theory & Face Negotiation Theory

HONORS

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

PROFESSIONAL DEVELOPMENT

Tennessee Communication Association (TCA) – Member

American Marketing Association (AMA) – Member

PROFESSIONAL CERTIFICATIONS

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

PROFESSIONAL BACKGROUND

Senior Marketing Specialist (2021 – 2025)

Colliers | Nashville, TN

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 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.

AREAS OF EXPERIENCE

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

VOLUNTEER WORK

Hands on Nashville

Rebuilding Together, Nashville

Room at the Inn, Nashville