



Phereby Derrick

Graphic Design Specialist
Columbia, South Carolina



phereby.derrick@colliers.com

SPECIALIZATION

Property Marketing
Marketing and
Communications
Graphic Design

EDUCATION OR QUALIFICATIONS

Clemson University, BFA,
2007

AFFILIATIONS OR MEMBERSHIPS

SMPS – Society for Marketing
Professional Services

CONTACT DETAILS

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AREA OF EXPERTISE

As the Graphic Design Specialist for Colliers International | South Carolina, I work to design and produce print and digital marketing materials for Colliers. I work closely with the Vice President of Marketing to coordinate on statewide marketing strategies, as well as innovate new design products and processes. My graphic design work includes brochures, presentations, infographics, newsletters, web design, emails and more. I enjoy working on projects that encompass the entire state of South Carolina because I get to see the progress and development that is happening in the state and play a role in attracting new companies to the market.

In addition to my graphic design work, I also have extensive professional experience in the commercial real estate industry, including engineering and architecture. This depth of knowledge in the field allows me to relate directly to Colliers' clients and better market their properties. My style of design has been described as "architectural", meaning realistic and structured but also creative. I enjoy working with commercial properties because I get to work with the different structures of buildings but can be very creative in the way that I present them.

BUSINESS AND EDUCATIONAL BACKGROUND

In 2007, I graduated from Clemson University with a Bachelor of Fine Arts in Visual Art. Prior to joining Colliers, I gained extensive experience in graphic design, marketing and

business development at a variety of companies dealing with architecture, signage and engineering.

Growing up with an architect father and a grandmother who is an artist, I always knew that I wanted to do something that was a combination of the two. I believe that I have found that in graphic design for commercial properties.

PROFESSIONAL ACCOMPLISHMENTS

I won the Clemson University Architecture Department competition in photography, and my photograph was published in Clemson World magazine. Additionally, in Spring 2013, my artwork was selected to exhibit at Artfields, a juried art show in Lake City, SC.

COMMUNITY INVOLVEMENT

I am a member of Columbia, SC's Trinity Episcopal Church. Because of my love for all types of animals, my husband and I donate to PETS Inc., Riverbanks Zoo and any other animal-helping organization. I also volunteer with Light of the Night and Habitat for Humanity.

I am also a member of the Society for Marketing Professional Services Palmetto Chapter, serving on the Board of Directors as Co-Chair of Communications.