



Ashley G. Lambert

Marketing Coordinator
Columbia, South Carolina



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SPECIALIZATION

Property Marketing
Marketing and
Communications

EDUCATION OR QUALIFICATIONS

Samford University, BA, 2008

CONTACT DETAILS

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AREA OF EXPERTISE

As a Marketing Coordinator with Colliers International | South Carolina, I specialize in creating and executing new marketing strategies, along with providing research and administrative support to the Colliers team of Brokerage Associates as well as to our clients. I specifically provide marketing expertise to the Colliers Retail Services Group in South Carolina, including the preparation of proposals, demographic reports, marketing materials and property information.

I enjoy the design aspect of my role, as well as the creative production of marketing materials and utilization of web-based and electronic marketing. I love to create from scratch, making customized marketing templates for our clients and helping to promote their brand. I strive to bring a unique set of ideas for rebranding and repositioning properties.

BUSINESS AND EDUCATIONAL BACKGROUND

I earned a Bachelor of Arts degree from Samford University in Interior Design with a minor in Art. I bring six years of marketing expertise to Colliers International.

I have provided marketing and interior design consulting services for several national retailers. Additionally, I have assisted retailers with the execution and design of tradeshow displays.

PROFESSIONAL ACCOMPLISHMENTS

I assisted in implementing an email marketing strategy called "Email Marketing That Works", put forth by Liz McCary, vice president of marketing, and Brooke McAbee, Marketing Coordinator, to better enhance the relevance of Colliers' prospective client email lists. The strategy gained national attention by winning "Best Market Intelligence Initiative in the US" from Colliers | USA and was nominated for other awards as well. Colliers | South Carolina has a strong marketing platform, and I enjoy working with it to continue creating new ideas and implementing effective marketing techniques.

COMMUNITY INVOLVEMENT

I am an active volunteer for the Junior League of Columbia, having served on the CRPD Committee and currently on the Holiday Market Marketing Committee. Alongside my husband, I also dedicate part of my time to Palmetto Place Children's Shelter for abused and neglected children. I have also had the opportunity to be an active member at the Columbia Museum of Art as a Design Committee Volunteer for "A Night in Wonderland Gala".