



Marketing Consultant

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### Education or Qualifications

Bachelor of Arts, Public Relations, English University of Northern Michigan

### Specializations

Property Marketing

Marketing and Communications

Digital Marketing

Graphic Design

## Ashley Fenlon

### Area of Expertise

In my role as a Marketing Consultant, I develop and implement digital marketing campaigns which communicate the Colliers brand identity, build awareness, create lead opportunities and encourage prospects to take actions which results in property sales and leases.

With more than 12 years' experience creating strategic campaigns targeted to a wide range of customers and industries, I am skilled at overseeing and implementing the delivery of information to stakeholders at key points throughout the decision-making process.

My goal is to foster meaningful relationships and collaboration with our partners and clients while delivering best-in-class marketing solutions. I specialize in email marketing campaigns, social media management, website project management, research and reporting, graphic design, copywriting, search engine optimization, print and digital advertising and media relations.

### Professional Accomplishments

I am the recipient of several Colliers | South Carolina company awards: 2018 Transaction of the Year Award, 2019 Rising Star Award and 2020 Service Excellence Award. During my time with Hilton, I was awarded Top Sales and Marketing Coordinator and Manager of the Year awards.

### Business and educational background

I graduated from the University of Northern Michigan with a Bachelor of Arts degree in Public Relations and English. While attending school, I worked full time as the Advertising Manager for an independent weekly newspaper. After graduation, I spent two years traveling and living in Australia and New Zealand before returning to the U.S. and accepting a position as Sales and Marketing Coordinator for Hilton Hotels in South Carolina.

At Hilton Hotels, I participated in community tourism initiatives, solicited large corporate accounts and contributed to marketing efforts which helped the company exceed annual revenue goals by 26%.

Prior to joining Colliers, I also served as the in-house digital marketing specialist for a software company and consulted for independent software vendors throughout the Southeast.

### Community Involvement

Outside of the office, I enjoy reading and learning about marketing trends and technology through professional networking groups and online communities.

I am an active outdoor enthusiast, participating in women's hiking and camping groups throughout the Upstate of South Carolina.