



Marketing Coordinator

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Education or Qualifications

Bachelor of Arts, Charleston Southern University, 2018

Specializations

Property Marketing
Marketing and Communications

Sarah Schilling

Area of Expertise

As a Marketing Coordinator for Colliers | South Carolina, I develop high-quality marketing materials and execute top-notch property marketing strategies for the general commercial and land brokerage team in Columbia.

I ensure that our clients' properties are effectively marketed including who is being targeted, how the information is getting in front of prospects and how the property is staying at the forefront of prospects' decision making.

My favorite part of the job is taking property information and organizing it into a beautiful, comprehensive design to stand out and effectively communicate with the target audience. The most rewarding part of my job is being able to use creative solutions to solve any problem and meet our clients' goals.

I define success in my work like many in the marketing industry do: success is measured by the satisfaction of the client and by how effectively the predefined goals were met.

Professional Accomplishments

I am most proud of my social media marketing campaigns during my time as a communications manager at a local landscaping company which led to an overall growth in followers of 32% in under a year and four marketing awards at the Building Industry Association of Central South Carolina's annual REGAL Awards.

Business and educational background

I have always loved art and decided when I was only 11 years old that I wanted to combine my love of art with my interest in advertising and marketing. Since then, I have been pursuing and growing my career in marketing and graphic design earning a Bachelor of Arts degree in Graphic Design from Charleston Southern University. I originally got my professional career started as a freelancer and then joined a small marketing firm that specialized in residential real estate marketing.

Community Involvement

I give back to the community by fostering animals, volunteering at shelters and frequenting local small businesses. When I have spare time, I offer free design services for worthy organizations and those that normally couldn't afford professional marketing and design services. I have also volunteered my services in the past being certified to teach English as a second language.

I most enjoy watching movies, camping and reading in my spare time. I grew up spending every summer at state parks, so I have a deep appreciation and nostalgia for spending quality time enjoying the outdoors. I am a huge animal person, so I love to spend time with my pets and watching things to learn about the animal kingdom. I also love to do arts and crafts like painting, drawing, coloring, knitting and more.