



Elizabeth Riley, CPMC

Director of Marketing

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Education or Qualifications

B.A., Journalism and Mass Communications, University of South Carolina

Specializations

Property Marketing

Marketing and Communications

Public Relations

Business Development

Affiliations or Memberships

CREW Midlands – Commercial Real Estate Women Network

Area of Expertise

As Director of Marketing for Colliers' Columbia office, my role is to lead and manage a team of marketing professionals, enhance our strategic marketing platform, and focus on prominent brokerage clients, projects and team branding strategies.

Our team develops multifaceted property marketing strategies and brand awareness campaigns through digital advertising, photography and videography, website development, events, social media and media relations. Additionally, we work with Colliers' brokerage team members to provide business development and professional branding strategies.

Professional Accomplishments

In 2014, I was part of Flock and Rally's team awarded a Mercury Award of Excellence in Integrated Communications from the South Carolina PRSA (Public Relations Society of America) for 701 Center for Contemporary Art's Columbia Open Studios marketing campaign.

In Fall 2019, I completed the Commercial Property Marketing Certification program through Colliers University, a rigorous set of courses designed to enhance the Colliers marketing platform.

I received Colliers | South Carolina's 2019 ONE Colliers Award for representing the Colliers brand and embodying the company's core values. I was part of the team that received Colliers | South Carolina's 2020 Service Excellence Award, celebrating outstanding quality, creativity, teaming and collaboration for our work with a prominent industrial landlord.

Business and educational background

I graduated from the University of South Carolina with a Bachelor of Arts degree in Journalism and Mass Communications and a major in public relations. Prior to joining Colliers, I worked in an in-house marketing role as the YMCA of Columbia's Marketing Manager and in an agency role as an Account Manager at Flock and Rally, a boutique public relations, event planning and marketing firm.

Community Involvement

I serve on CREW Midlands' Board of Directors as the 2024 President; on the programs & events, nominating and strategic planning committees; and as a CREW Network chapter delegate. I held the role of CREW Midlands Marketing & Communications Co-Chair from 2020 to 2023.

I have served on Junior Achievement of Greater South Carolina's Young Professionals Auxiliary Board since 2018 and am an active JA volunteer in local elementary schools.

Within the company, I serve on our annual United Way giving campaign committee.

In the past, I have been involved with various nonprofit organizations through volunteer and committee roles including Camp Cole, United Way of the Midlands' Young Leader's Society (YLS), Columbia Opportunity Resource (COR) and the Cystic Fibrosis Foundation.