



Brokerage Assistant

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Education or Qualifications

Greenville Technical College

Specializations

Property Marketing

Operations/Administration

Gretchen U. Murdock

Area of Expertise

I bring 26 years of experience in account service and marketing. As a Brokerage Assistant/Office Manager, my role is to provide primary support to the brokers, including demographic reports, marketing support and research, as well as providing all accounting support for sales and leasing for the office.

With my background in management supervision, I have the detailed mindset that allows me to handle day-to-day needs of the market president and the brokers. With my marketing and advertising background, I can also be a valuable backup to the marketing department as well.

I strive to bring enthusiasm and detail-oriented dedication to making things work for the office, the market president and for my brokers.

Professional Accomplishments

I am past President and former Board Member of the American Advertising Federation in Greenville, and am a founding member of the AAF Minority Internship Committee and the Bill Leslie Advertising Scholarship. I was named in "Who's Who - Women in Advertising" and the "Women Advertising Trailblazers of Greenville." I am the recipient of the Colliers | SC 2018 Community Service Award.

Business and educational background

I attended Clemson University Extension - Greenville Technical College, focusing on Marketing and Advertising studies. Prior to joining Colliers, I was a Management Supervisor with Leslie Advertising in Greenville, SC, and was responsible for marketing and media planning, creative development, public relations support and research development for major clients in the southeastern United States, including retail, restaurant, consumer packaged goods and business-to-business clients.

Community Involvement

Active in the community, I am an involved member of the Holy Cross Episcopal Church and work with one of the largest fundraising efforts of the church, the Holy Cross Pumpkin Patch. I also work with Greenville Literacy Association through their Really Big, Really Good, Really Cheap book sale every year, helping to support reading training and ESL studies.