



Client Services Coordinator | Arizona

alyssa.smith@colliers.com
 Main: +1 602 222 5000
 Direct: +1 602 222 5041
 colliers.com

2390 E Camelback Rd
 Suite 100
 Phoenix, AZ 85016

Education or Qualifications

Bachelor of Science
 Public Relations, Advertising,
 and Applied Communication
 University of Southern Indiana

Alyssa Smith

Area of Expertise

Alyssa Smith serves as client services coordinator with Colliers for the investment team of Mindy Korth, executive vice president; Jenny Bassett, real estate analyst; and Kelsey Robinson, senior client services specialist. Their team specializes in investment sales across all property types and advises a wide range of clients from institutional and private capital investors to lenders, special servicers, REITs and foreign capital groups.

As a seasoned graphic designer supporting a leading investment brokerage team, Alyssa specializes in creating visually captivating and impactful designs tailored specifically to the finance industry. With a deep understanding of the investment landscape and the unique requirements of commercial real estate, she brings expertise in translating complex financial concepts into compelling visual assets that engage clients and promote brand recognition.

From brochures and presentations to web and social media graphics, Alyssa possesses a wealth of experience in designing marketing collateral that effectively communicates investment strategies and services.

With a positive outlook and consistent dedication to timeliness, she emerges as a highly valuable asset to her team. Her optimism radiates in the workplace, fostering a motivating and collaborative environment where colleagues feel inspired to push boundaries and deliver their best work.

Business Background

In her previous role as a freelance brand designer, she embarked on an entrepreneurial journey, assisting numerous start-ups in creating and launching their brands. This experience provided her with a solid foundation in understanding the intricacies of brand development, from conceptualization to implementation. Collaborating directly with ambitious company leaders, she developed the ability to grasp their vision, values, and target audience, translating those components into compelling visual identities that resonated with their intended market.

Alyssa's background as a freelance brand designer instilled in her a strong entrepreneurial spirit, a deep understanding of brand principles, and an ability to adapt quickly to diverse client needs. This invaluable experience serves as a solid foundation for her current role, enabling her to contribute effectively to the investment brokerage's brand development initiatives and effectively communicate its offering to the public.