



Cristiana Zarr, CPMC

Creative Manager | Southwest Region
Marketing & Research | Southwest
Strategic Projects (SWSP) Team

cristiana.zarr@colliers.com
Main: +1 602 222 5000
Direct: +1 602 222 5093
Mobile: +1 480 241 5585
Fax: +1 602 222 5001
colliers.com

2390 E. Camelback Road
Suite 100
Phoenix, AZ 85016

Education or Qualifications

Bachelor of Arts
Visual Communications

Commercial Property Marketing
Certification (CPMC) – Colliers
International

Affiliations or Memberships

NAIOP, the Commercial Real
Estate Association

AIGA HOW Design Conference
2010; 2006 to 2008

Area of Expertise

As the Creative Manager for Colliers' Southwest Region, Cristiana Zarr works alongside Vanessa Williams, the Director of Business Development & Strategic Resources for the Southwest region, focusing on business development, overall strategy, and guidance to implement best-in-class marketing initiatives for the brokerage teams and clients.

On a daily basis, Cristiana provides creative direction for high-profile custom property marketing and brand development, cascade initiatives, toolkits, and templates, while also guiding the Southwest Region's creative efforts.

Cristiana also coordinates with regional and local marketing team members to deliver high-standard branding and campaign solutions by developing branded deliverables across print and digital platforms.

The vast skillset that Cristiana brings, including solutions-oriented design aesthetic, creative leadership, and collaboration, all contribute to Cristiana's success in her position.

Previously, Cristiana served as the Arizona Region's Creative Manager, following new trends to develop innovative designs for strategic marketing initiatives, branding, and advertising campaigns. She determined messaging and design formats to drive maximum engagement and designed highly specialized property marketing campaigns. One of her primary functions was to support the Arizona Region team, train staff on creative marketing materials, and monitor project deadlines to ensure that they were completed as scheduled.

Cristiana has been with Colliers since 2005.

Professional Accomplishments

- 2020 - Promoted to Creative Manager, Colliers | Southwest Region
- 2018 - Service Excellence Award, Colliers Arizona, for going out of her way to provide excellent service for clients, brokers and coworkers
- 2018 - Named Regional Marketing Lead for the Southwest Region of Colliers International
- 2018 - Promoted to Creative Manager, Colliers | Arizona
- 2015 - Promoted to Senior Creative Designer, Colliers | Arizona
- 2017, 2016, 2009, 2008 - Received the Commitment to Service Excellence Award, Colliers | Arizona, in recognition of going above and beyond in every aspect of her job and/or for a client or large project
- Awarded the Commercial Property Marketing Certification (CPMC) by Colliers. This is the first and only accreditation for commercial real estate marketing professionals and represents the highest educational accomplishments to increase strategic and tactical expertise in marketing and knowledge of our industry
- 2015 - Received the Dedication & Teamwork Award, Colliers | Arizona, for unselfishly contributing to the Colliers mission, demonstrating remarkable effort, service to colleagues and extraordinary loyalty to the team
- 2009 - Received the All-In Award, Colliers | Arizona, for representing the spirit of our 2009 theme of "All-In—Energy—Community—Trust," demonstrating she is fully committed to moving to the next level and to setting winning strategies for the future.
- 2008 - Promoted to Senior Designer, Colliers | Arizona
- 2007 - Colliers North America ACME Award - Specialized Marketing