



Digital Marketing Manager | Southwest Region

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Marie Bell, CPMC

Area of Expertise

As the digital marketing manager for Colliers | Southwest Region, Marie Bell enhances the creative technical aspects of marketing on behalf of internal and external stakeholders. Working with local marketing teams across the Southwest, she generates, executes, and evaluates digital marketing strategies to implement best-in-class methods throughout the region.

Her responsibilities encompass digital presentations, custom property websites, email marketing campaigns, social media strategies, training and onboarding, and internal digital initiatives that enhance and raise the profile of our organization and professionals.

As a service-oriented professional with a commitment to producing results within strict deadlines, Marie ensures materials are delivered with the highest quality and branding standards. She is a conceptual thinker who believes design can and should make a positive impact and is always up to learning new skills and tackling new challenges. Colleagues describe Marie as an extremely quick learner, a smart designer, and a creative problem solver that anyone would be lucky to have on their team.

Her advanced skills include Adobe Creative Suite (Illustrator, InDesign, Photoshop), Ceros, Constant Contact and Salesforce Marketing Cloud, Sitecore, Hootsuite and Microsoft Office.

Professional Accomplishments

- 2022 – Promoted to Digital Marketing Manager | Southwest Region
- 2021 – Promoted to Senior Digital Designer | Southwest Region
- 2020 – Service Excellence Award for going out of her way to provide excellent service for clients, brokers, and coworkers
- Awarded Commercial Property Marketing Certification (CPMC) by Colliers

Business Background

With a diverse background in design and marketing, Marie's experience includes working with both large corporate and small local companies. She has developed and adapted her skills over time and has created a wide array of designs across various print and digital formats.

Before coming to Colliers, Marie was involved in creating a variety of graphics for events hosted by Square Egg Entertainment, including Phoenix Fan Fusion (formerly Phoenix Comicon), Minnesota Fan Fusion and Vegas Fan Fusion. She created designs for web, social media, apparel, promotional items, and print collateral. As graphic designer and production assistant for Sportex Safety, she worked under tight deadlines to create graphics and production-ready files for a broad range of mediums, including screen printing, embroidery, laser engraving, print media, banners, and signs.

Education or Qualifications

Bachelor of Arts

Digital Design with Emphasis in Animation and Minor in Marketing

Grand Canyon University

Affiliations or Memberships

AIGA Arizona

AZCREW

GET Phoenix Young Professionals