



Christy Terrell, LEED AP

Director of Marketing & Communications
Box Real Estate Development LLC

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On a Mission

As Director of Marketing & Communications, Christy's focus at Box Real Estate Development is creating and implementing marketing, communication and brand strategies; turning the company's vision into an effective marketing plan. Responsibilities include creation of marketing presentations and digital/print collateral, website development and maintenance, advertising & PR, social media content and strategy and organizing and planning promotional events, all while staying on top of current market trends. Her goal is to optimize efficiency and create systems that enhance quality of work and enable Boxdevco to be successful in all business endeavors.

Experience

Christy has over ten years of experience in marketing and brand implementation, specifically in the commercial real estate industry. Her marketing background started with Colliers International, Nashville in 2010 and she has since worked with large national firms and small, locally-owned real estate groups to develop and implement brand identity standards across multiple platforms. This includes design of creative-marketing materials (flyers, RFP, offering memorandums, presentations, digital campaigns, direct mail and print advertisements) management of social media and website content and event planning. She's successfully led marketing efforts for multiple company mergers/acquisitions, each involving complete re-branding from original concept through final implementation, with limited oversight. Christy also has a background in graphic design and commercial interior design.

Education

Christy graduated in 2008 with a BFA in Interior Design and Commercial Space Planning from the University of Kansas and is a LEED Accredited Professional.

Fun Facts

Multi-tasking aficionado and mom of two, Christy and her family share a love for gardening, road trip adventures and home-cooked meals. She always has a new home-improvement project in queue and organization and efficiency are her forte.

