

# MARIE LARSON

## Graphic Designer

Graphic designer and marketing professional with 13+ years of experience creating print, digital, presentation, and sales collateral for commercial real estate, hospitality, and convention-industry clients. Skilled in translating complex information into polished, brand-consistent materials under tight deadlines.

### EXPERIENCE

#### **INSTITUTIONAL PROPERTY ADVISORS (IPA) | Nashville, TN**

*A Division of Marcus & Millichap*

##### **Sales Office Associate | Graphic Design & Marketing Support**

*March 2020 - Present (In-Office & Remote)*

- Conceptualize and design print and digital marketing materials for a brokerage team specializing in medical office, office and industrial commercial real estate.
- Produced Deliverables: Proposals (100+), Offering Memorandums (100+), Brochures (20+), Digital Marketing Campaigns (50+)
- Create new templates and innovative marketing pieces for each sector of the team's expertise, while maintaining IPA's marketing standards.
- Maintain records of the team's active deal pipeline, comprehensive sector-specific contact lists, and year-end expenses.
- Enter and maintain deal information in Marcus & Millichap's central database, including sales data, marketing materials, and legal documentation.

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#### **COLLIERS INTERNATIONAL | Nashville, TN**

##### **Graphic Design + Marketing Manager**

*August 2016 - March 2020*

- Developed and distributed comprehensive annual and quarterly reports, along with print and digital materials for internal and external communications.
- Equipped brokers with high-quality presentations and marketing collateral for pitches and client meetings.
- Maintained brand standards and strengthened consistent branding across the team.

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#### **MUSIC CITY CENTER AUTHORITY | Nashville, TN**

##### **Communications Coordinator**

*March 2013 - August 2016*

- Developed print and digital marketing materials, including building-side banners, annual reports, local advertisements, digital campaigns, and interior/exterior visitor maps, to build public awareness and establish visibility for the newly opened convention center.
- Managed digital signage campaigns in the Janus System coordinating content across exhibit halls, meeting rooms, and individual display screens throughout the facility.

Nashville, TN 37216

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### SKILLS

#### **DESIGN**

Adobe InDesign  
Adobe Illustrator  
Adobe Photoshop  
Adobe Firefly  
PowerPoint  
Microsoft 365  
Janus System

#### **PRODUCTION**

Print Production  
Pre-Press/ Digital Prep  
Large-Format Graphics

#### **MARKETING**

Sales Collateral  
Email Campaigns  
Proposal Development  
Brand Management

#### **OPERATIONS**

Project Coordination  
Database Management  
Budget Tracking

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### EDUCATION

#### **MIDDLE TENNESSEE STATE UNIVERSITY**

**Murfreesboro, TN**

Bachelor of Fine Arts

*May 2012*

- Majored in Painting  
& Graphic Design



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