



Liz H. McCary

Director of Marketing



lmccary@lckcs.com

SPECIALIZATION

Marketing

EDUCATION

University of South Carolina,
BS, 2007

AFFILIATIONS OR MEMBERSHIPS

ICSC - International Council of Shopping Centers

CREW - Commercial Real Estate Women

SMPS - Society for Marketing Professional Services

CONTACT DETAILS

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AREA OF EXPERTISE

Liz McCary is the Director of Marketing for LCK and Colliers International South Carolina. Her role is to provide an enhanced creative and analytical platform for property and project managers, and clients through the management of the company's marketing, and communications strategies.

She is responsible for developing and implementing a marketing and communications strategy to position the company as South Carolina's leader in the commercial real estate industry by driving innovative marketing concepts to further advance the goals of the company and its clients. Liz is responsible for media relations throughout South Carolina

BUSINESS AND EDUCATIONAL BACKGROUND

Liz holds a Bachelor of Science Degree in Business Administration from the University of South Carolina in Marketing and Entrepreneurship.

Liz's professional experience includes five years providing marketing services for an architecture, engineering and interior design firm. Prior to her promotion to Director of Marketing, Liz was a Brokerage Assistant to Colliers International's South Carolina Retail Services Group.

PROFESSIONAL ACCOMPLISHMENTS

Liz served on the 2014 International Council of Shopping Centers (ICSC) Carolinas Idea Exchange Social Media Panel.

COMMUNITY INVOLVEMENT

Active in the community, Liz was Campaign Manager for the United Way for 3 years and an Industry Division Tier 4 Volunteer. She was also named as Co-Chair for the AIA Greater Columbia Section Gingerbread Event in both 2010 and 2011, raising funds and awareness for EdVenture Children's Museum and Children's Trust of South Carolina.

Liz is currently a member of Commercial Real Estate Women (CREW) Midlands and co-chairs the Marketing and Communication Committee. She is also a member of the Society for Marketing Professional Services (SMPS) Palmetto Chapter.