

Maryanne Grinnell

Specialist



Maryanne Grinnell is a social media expert with experience crafting highly successful social media campaigns for international brands.

As a specialist with NP Strategy, Maryanne leverages her extensive knowledge of digital platforms to help clients successfully plan, launch and maximize integrated online communications strategies. With an eye for design and a passion for social media, Maryanne brings a wealth of expertise in content creation, graphic design, web design, video production, event coordination and digital marketing to the team.

Maryanne joined NP Strategy from Colliers | South Carolina where she spearheaded property marketing and business development initiatives for the Retail Services Team and the Industrial Brokerage Team in the Columbia office. Her responsibilities included devising and executing social media strategies across four offices while analyzing digital performance metrics to enhance client engagement and bolster brand recognition.

Before her work at Colliers, Maryanne was a part of the core leadership team at a consulting firm based in South Carolina where she launched the company's rebrand, first-ever website and first-ever social media presence. She led the development of corporate-wide communication strategies including social media, videos, blogs, podcasts, webinars, web-based collaboration tools and more.

Maryanne's professional journey is marked by a relentless pursuit of excellence and continuous learning. She completed the prestigious Seasons Leadership Program in 2021, a transformative 12-month workshop led by former female executives at Boeing. Additionally, Maryanne's entrepreneurial spirit led her to found the Women in Leadership Podcast in 2020, which later evolved into the Seasons Leadership Podcast focusing on empowering women in the workforce.

Maryanne is a South Carolina native and holds a Bachelor of Science degree in Business Administration with a major in Marketing from the University of South Carolina. She enjoys spending quality time with her husband and two golden retrievers, Lacy and Rosie, cheering on her beloved Carolina Gamecocks football team at Williams-Brice Stadium every fall and traveling to new places to experience new cultures and cuisines.

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NAVIGATING THE NARRATIVE

- Community Assessment
- Crisis Management
- Media Relations
- Project Launch
- Social Media
- Stakeholder Management