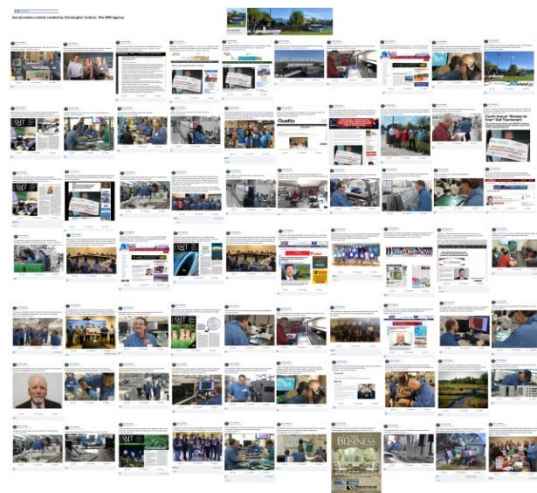
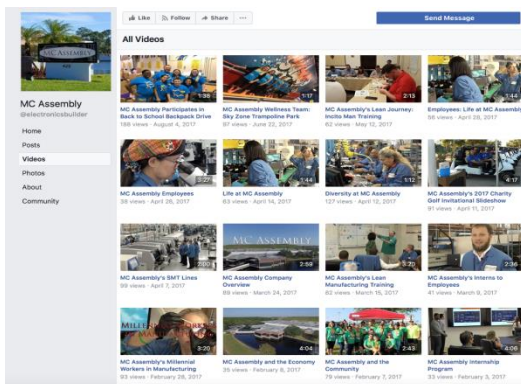


# Christopher M. Collora Accomplishments as Public Relations Account Executive at SPR Agency

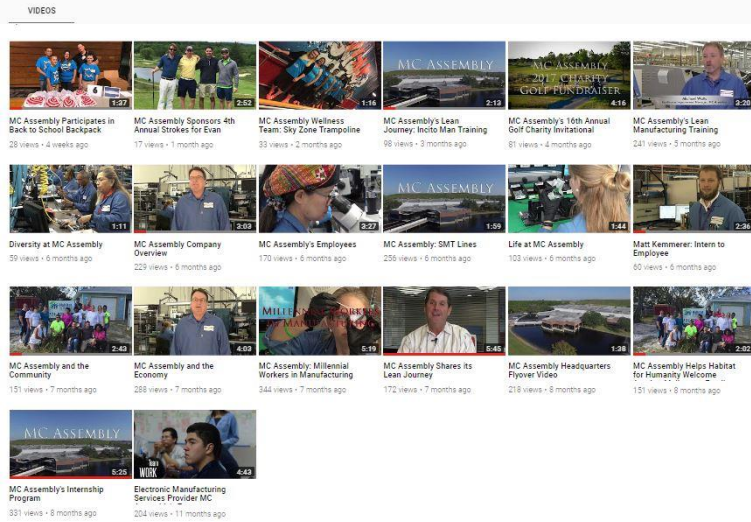


**Client:** MC Assembly, Manufacturing Company, Melbourne, Florida/Boston, Massachusetts

- Created written articles, blogs, photo, video and graphics content for MC Assembly website and social media pages. Monitored and strategically grew social media followings/engagement and website SEO by a wide range of techniques and best practices.



- Organized and executed a video/photo shoot of MC Assembly main headquarters, used to create video series for website and social media content.



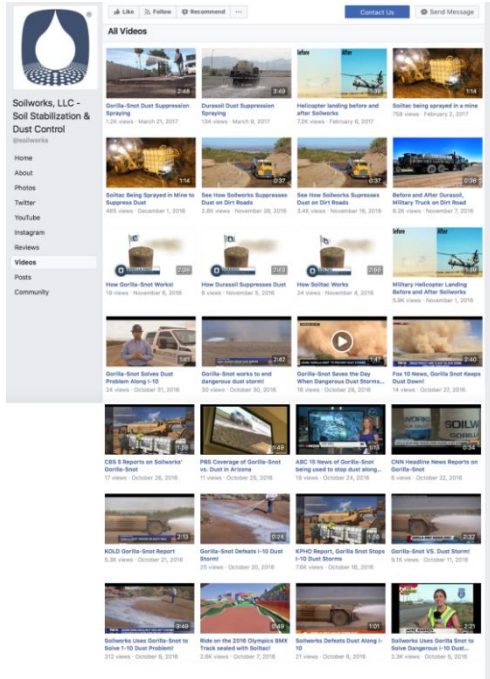
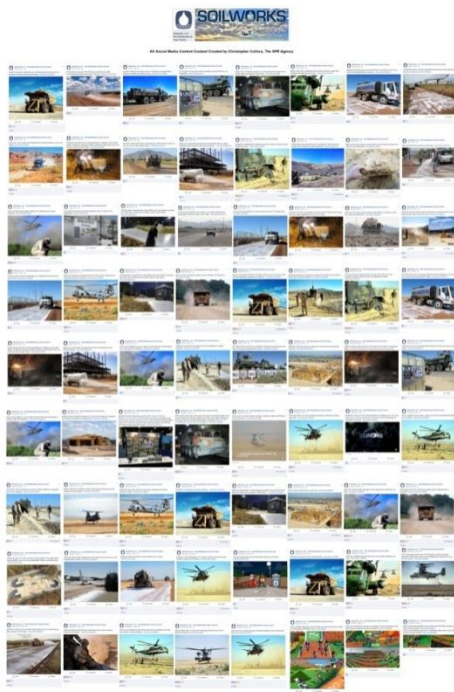
- Wrote and pitched press releases, blogs, news items and story concepts to industry, business and general assignment media outlets in the Orlando and Boston markets and industry wide. Resulted in stories being generated on a consistent basis in a wide range of publications and media outlets which elevated the company's reputation and expertise in the industry and image in the community. Most notably I was able to secure an entire year's worth of articles in each month of SMT Magazine.



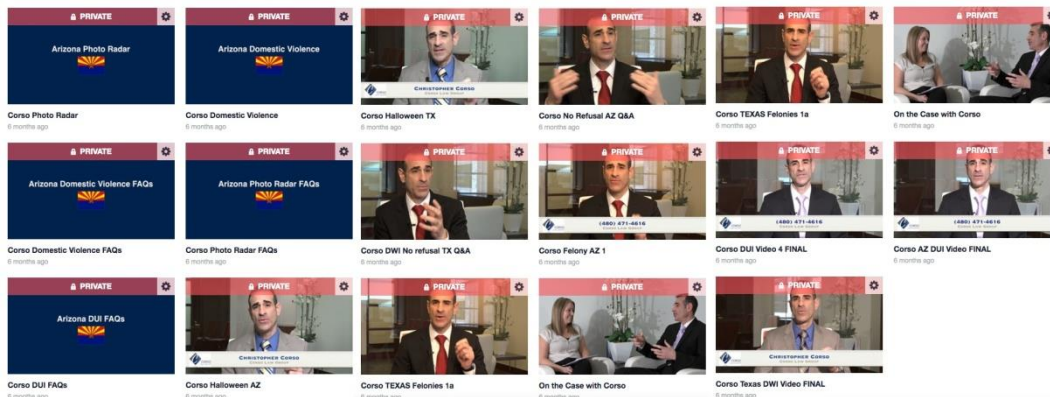
ABOVE VIDEO: MC Assembly, an electronics manufacturing services provider located in Brevard County, recently wrapped up its latest round of innovative student outreach programs as graduating University of Central Florida students completed their senior design internships.

BREVARD COUNTY - MELBOURNE, FLORIDA - MC Assembly, an electronics manufacturing services provider located in Brevard County, recently wrapped up its latest round of innovative student outreach programs as graduating University of Central Florida students completed their senior design.

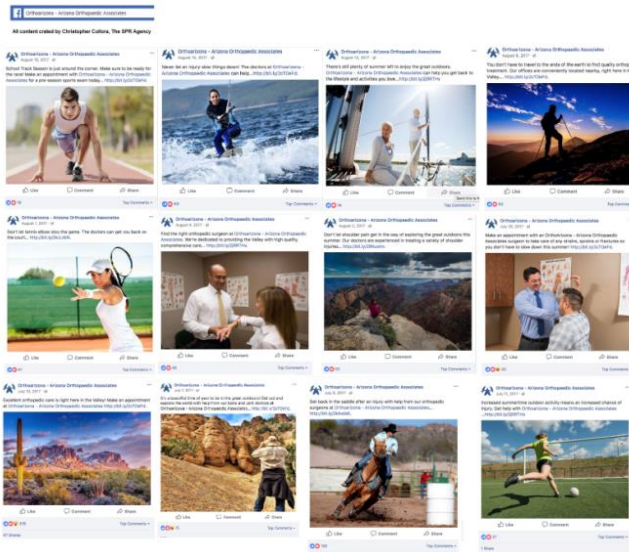
- Created written articles, blogs, photo, video and graphics content for Soilworks website and social media pages. Monitored and strategically grew social media followings/engagement and website SEO by a wide range of techniques and best practices.



- Wrote, produced, shot and edited video series for website and social media pages.



- Managed and monitored social media pages, created daily postings, resulting in increased followings and online engagement.



- Managed and monitored social media pages, created daily postings, resulting in increased followings and online engagement.
- Pitched media stories to Chicago based media outlets including Chicago Agent and Builder Magazine.



**Builders and agents: What their relationship means for the future of real estate**  
by JASON PORTERFIELD AUGUST 23, 2017

**BUILDERS AND AGENTS: WHAT THIS RELATIONSHIP MEANS FOR THE FUTURE OF REAL ESTATE**

Like most of the nation, the housing market in Chicago is caught up in a perfect storm of high demand and low inventory. It's the sort of situation that can offer phenomenal benefits for developers and the agents who work closely with them to find the right buyers for their properties. The Illinois Association of Realtors recently found that demand for housing remains strong in the Chicago market. With such a limited number of homes available and buyers still eager to snap up new homes at saving prices or better, it becomes ever more vital than ever for builders to stand out to their prospective clientele. Finding the right buyer for a property often requires the help of a knowledgeable real estate agent.

In the city of Chicago, home sales fell 1.7 percent year-over-year, from 3,231 to 3,206 in June 2017. Inventory was down by 14 percent statewide, from 65,720 homes last year to 59,065 homes on the market for an average of 41 days in June. Last June, they took an average of 52 days to sell.

A tight inventory remains a daunting obstacle to meeting demand. Chicago's builders have responded by bringing new home construction up to its highest levels since the Great Recession, according to Metrolist. During the first quarter of 2017, new housing starts were up 15.2 percent from the same period in 2016, with 7,269 units started, including single-family homes, condominium developments and duplexes across the Chicago area.

