



ALLYSON LAWSON

MARKETING MANAGER

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CLEMONS REAL ESTATE LLC



As Marketing Manager for Clemons, Allyson is responsible for all facets of brand management and customer experience. She heads the marketing team and provides a decade of experience in marketing, brand management, digital & print marketing and customer service. Under Allyson, the Clemons brand has transitioned logos and websites, her team has grown and now provides services across all divisions and enjoyed an increased focus on culture and community engagement. Allyson is a volunteer (and super fan!) of Camp Encourage and in her third year as a mentor for the “An Evening with the ‘Rents” event brought Clemons on as a proud sponsor.

KEY ASSIGNMENTS

Clemons Brand Refresh & Website Launch (2019) Clemons Real Estate was reborn as Clemons. We do more than real estate (granted, we do that really well). Clemons as a brand functions to enrich the lives of everyone we work for, collaborate with and serve. Real estate transactions, in all their various forms, provide a unique opportunity to improve the lives of those involved. From renters seeking their first apartment, to investors looking for experts in multi-family transactions, the Clemons team is motivated to go beyond business and improve lives. This may sound like lofty aspirations, but we believe it’s worth the effort.

EDUCATION, MEMBERSHIPS AND AWARDS

- BA in Communications from Ottawa University
- Volunteer for Camp Encourage “An Evening with the ‘Rents”
- Former Corporate Challenge Event Coordinator of the Year for Farmers Insurance