



DIRECTOR OF MARKETING & COMMUNICATIONS

CANDY WILLCUTS

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COMMERCIAL

EXPERIENCE

Candy Willcuts serves as the Director of Marketing & Communications at TOK Commercial. Since joining the firm in 1996, Candy has been an integral part of the marketing department, dedicating her entire tenure to shaping the company's brand, communications strategy, and market presence.

In her role, Candy is responsible for the company's marketing and communications initiatives to strengthen brand presence and support all of TOK's business services. She provides direction for corporate marketing efforts, oversees internal and external communications, and collaborates closely with leadership in Brokerage, Business Brokerage, Property Management, and Property Services to drive client engagement.

Her scope of work includes:

- Overseeing brand and marketing material standards to ensure consistent brand identity and positioning across all office locations.
- Directing the creation of marketing collateral by supervising in-house design efforts.
- Managing advertising strategies across digital and print campaigns, while ensuring vendor relationships align with the company's strategic plan.
- Providing direction for website design and functionality enhancements to improve user experience and AIO/SEO performance.
- Leading the design and continuous improvement of proposal and pitch materials.
- Managing the company's social media strategy and collaborating with leadership to distribute internal communications that reinforce company culture.

EDUCATION

Candy earned her Bachelor of Arts in History from Willamette University, bringing a strong foundation in research, analysis, and storytelling to her work in marketing and communications.

PERSONAL

Outside of the office, Candy and her husband reside on a hobby farm, where they enjoy the outdoors and managing their grass hay operation. When they are not busy with farm life, they prioritize staying active by hiking, boating, and running down country roads. Above all, they cherish time spent with their two adult children.

