

# PROFESSIONAL PROFILE

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Holly Murrah  
General Manager - South Carolina  
The Diversity Consortium

## Background & Experience

**Aflac**  
Independent Agent & Benefits Advisor

**The Hoffman Group**  
Marketing Coordinator  
Director of Happiness

**Allstate Insurance**  
Property & Casualty Sales Producer  
Property & Casualty Claims Adjuster

**BeautiControl**  
Independent Sales & Team Leader

B.A. Journalism and Mass Communications  
University Of South Carolina (2001)

With over 20 years of experience in client-facing sales and customer service, Holly Murrah joins The Diversity Consortium as our General Manager of South Carolina. Ms. Murrah comes to us with both enthusiasm and heart as she has a passion for serving and growing the small, disadvantaged businesses in her community and is a small business owner herself.

Hosting exchange students and coaches from all over the world as well as having a culturally diverse family broadened Ms. Murrah's perspective and is the fuel behind her passion to seek out and serve the minority-led business community. As an Independent Agent representing Aflac, Ms. Murrah sets herself apart by actively seeking to provide services to disadvantaged small business owners and any companies whose employee base falls within disadvantaged groups. Her demonstrated ability to build and nurture strong relationships with small business owners and vendors, coupled with her service-minded and needs-based approach, makes her a great addition to our team.

Ms. Murrah is responsible for delivery of effective and efficient ongoing support to DC clients. She will also coordinate with the Partner Director and Diversity Partners to understand their processes and products, to maximize output while reducing costs, and create cross company integrated deliverables for clients.

## Skillset

- Specializes in Small Business Solutions
- Employee Wellness and Benefits
- Team Building and Work Culture Development
- Skilled in sales, retention and claim services for Life, Health, Property & Casualty Insurances
- Experienced in Workflow & Process Development
- Event Organizer and Service Project Leader