

# Arícia Gallaher and Paige Baker to Present on Personal Branding at UTC Rollins College of Business

Arícia Gallaher and Paige Baker will present at [The University of Tennessee Chattanooga](#) (UTC) [Gary W. Rollins College of Business](#) on Thursday, October 12, 2023. Their presentation, “An Introduction to Personal Branding,” will provide business students in the Rollins Scholars Class of 2027 Cohort with valuable information on personal branding, including how to market yourself, where to apply these tips, and resources for future success.

The [Rollins Scholars](#) program in the Gary W. Collins College of Business offers students the opportunity to network with other business majors, UTC faculty, and Chattanooga business leaders through a series of programs and community events. Students take part in an advanced business curriculum, participate in hands-on, educational experiences, and are involved in numerous activities related to their major. Admission requirements for this competitive four-year program include involvement in leadership and extracurricular activities, letters of recommendation, work experience, and an interview process. Additionally, the Rollins Scholars program offers \$4,000 annual scholarships each year, as well as internship opportunities and professional development.

Arícia Gallaher is the Marketing and Business Development Director at Chambliss and is responsible for all aspects and functions of marketing and business development for the firm. With over 20 years of experience, she develops and implements sound marketing strategies along with managing marketing strategists, projects, and processes to help ensure a strong return on investment for the clients. For more information on her experience, visit [Arícia's bio](#).

Paige Baker is the Marketing and Business Development Specialist at Chambliss and is responsible for implementing the firm's overall strategy through communications, digital marketing, sponsorship and event coordination, social media, and competitive intelligence. She also works on a variety of special projects to support the firm's practice areas and individual attorneys. For more information on her experience, visit [Paige's bio](#).