



# PORTFOLIO

BRANDING | MARKETING | PUBLIC RELATIONS

Marketing and advertising are ruling the world. Adapting to the huge changes that are taking over this industry is essential. In the world today, the qualities of creative problem solving and hardwork are overlooked. The great thing about these two important qualities I possess is that no matter how marketing and advertising changes, I have an advantage in my career. Through internships, freelance, and college organizations, I have grown my skills in marketing strategy, public relations, copywriting, social media, branding, and many other areas. Working with clients and creating successful marketing is my specialty.

# WKU FOOTBALL

## OVERVIEW: RECRUITMENT AND EVENT PROMOTION



### **Problem:**

Western Kentucky University Football had the concern of how many fans they had supporting recruits, attending games and events. They also needed to appeal to possible recruits in a way that was going to draw attention and convince these talented men to come play on our D1 field. Attendance at football games was at an all-time low, and this impacts fan's opinions as well as the decisions of new players.

### **Solution:**

Everything from recruit graphics and emails, to social media and schedule promotion, they needed it all. The behind the scenes of large organizations like this is more essential to their success than many know.

- Held numerous meetings with athletic director and coaches to discuss recruiting campaigns, branding, and goals, while making sure we were staying consistent with our brand.
- Used photography, graphics, social media strategy, and other outlets to promote The Hilltoppers in ways that appealed to recruits and their families.
- Find opportunities to display WKU in a different way by promoting recruiting visits,, events, and games to the community and potential new players.

## RECRUITING



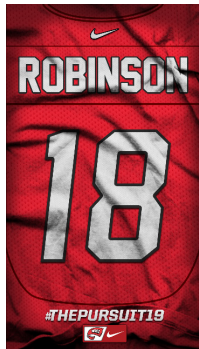
Creative problem solving came into play when we had to think of appealing and persuasive ways to recruit football players to play on The Hill. With Western Kentucky University being a small D1 school, competition is tense with the bigger SEC, BIG10, and other conferences. The way to stand out is to come up with creative ways to market WKU Football to talented high school players as well as fans that will support their commitment. After working with the recruiting, I came up with some beneficial ways to solve their player recruitment, fan awareness, and other problems they had recruiting.

- We brainstormed and came up with the idea to find out the recruit's favorite things and incorporate that in our recruiting campaign. In the image above, we put the recruit's head on his favorite local rapper's body.
- Making them stand out based on their competition, ideal demographic, and event promotion really got fans on social media as well as the recruit on board.
- With a total of 10 weeks of graphics, everything was represented including their hometown, favorite musical artist, their favorite movie poster, and any other interests to make them feel they would be a great fit at WKU Football.

## SOCIAL MEDIA

The way I creatively solved Western Kentucky University Football's problem of not attracting fans and recruits is I focused on our theme, image, and brand as a whole. Posts like these in general, drew our target audience into our brand.

### Recruiting:



### Holidays:



In the football industry, image is everything. This past season, Western Kentucky University Football was working on recruiting 168 players for the 2018 season. Graphics and bragging rights are what these potential players look for. Every graphic associated with the name reflects who we are in the eyes of potential players. Even events as small a deal as holidays, reflect how legit we are to recruits. This campaign plan we have to do every year, has to be adjusted to the times and to the type of recruits we want for that upcoming season. This year, we have named our campaign THEPURSUIT, meaning we are on the pursuit everyday to be better. Everything has to consistent, and reach the recruit in a positive way.

### Results:

As a result of the marketing techniques used for Western Kentucky University Football, the organization exceeded their goals.

- Fan counts increased at Houtchen's Stadium on WKU's campus in Bowling Green.
- Our top recruits are future hilltoppers and chose to come play for The Tops.
- All graphics, schedules, posts and everything in between build a large awareness and successful brand.
- Many recruits were exposed to us and our brand through posts and social media.
- Head of media was so impressed by what I produced, I was promoted to head over my department.