



Final Report Presentation

April 2024

Jackie, Grace, Sam, Audrey, Emma, Avery, Cayden

TABLE OF CONTENTS

P R O J E C T P R É C I S	1
C A M P A I G N S U M M A R Y	2
C A M P A I G N E F F O R T S	3 - 4
C A M P A I G N R E S U L T S	5
F I N A L B U D G E T	6
R E C O M M E N D A T I O N S	7
L E S S O N S L E A R N E D	8
A P P E N D I X	9 - 10

Project Précis

HYLO Fitness places a strong emphasis on community building in every aspect of the company. HYLO combines low-impact exercise with high-intensity interval training in dedicated spaces for "HY" and "LO" fitness experiences. In a rapidly evolving fitness industry, HYLO Fitness is an expanding franchise unique for its one-stop-shop model for HIIT, yoga, and barre training. Since HYLO is expanding its market by opening studios across the Southeast region of the US there is an opportunity for penetrating new markets. To penetrate new markets, there must be a focus on new member recruitment and existing member retention. This is where the COMM Agency stepped in. In our research phase, the Agency shared options for moving forward with a campaign effort focused on member recruitment and retention and we landed on the idea of a New Year's campaign. While it is always important to keep current members engaged HYLO wanted to reinforce community building by launching the C.O.R.E Challenge: Stronger Together campaign in January of 2024. The challenge was on an invitation-only basis and only current members could invite potential new members. The Acronym C.O.R.E reflected several elements of the HYLO Fitness experience: community building, opportunities, resolution, and experience. While the campaign was gaining momentum online, there also needed to be a tangible aspect of the campaign which is why we executed a Door Hanger Campaign and Personal Cards via mail to have members bring in their CORE group of friends. This campaign motivated people to incorporate physical fitness into their lives as they entered 2024, it also served as a reminder that building strong relationships within your community and becoming fit are not mutually exclusive. Following the end of the C.O.R.E Challenge, HYLO asked the Agency to produce paid Instagram advertisements that featured promotions they were running. These advertisements included student discounts, discounted trial weeks, and event promotions. The advertisements received high attention rates and engagement. The Agency's final task was to plan and execute an on-campus fitness event. CofC x HYLO if you will. HYLO tabled in Rivers Green and brought fitness challenges to campus. This event was to promote CofC's Cougar Countdown Week which emphasizes the importance of health and wellness during finals. This event was the intersection of fitness off-campus and health on campus.

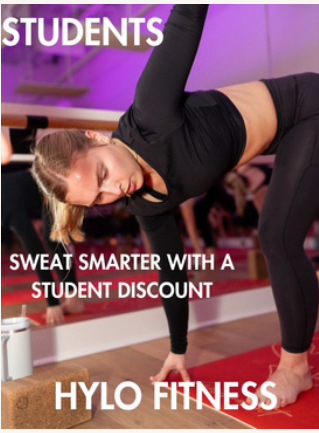
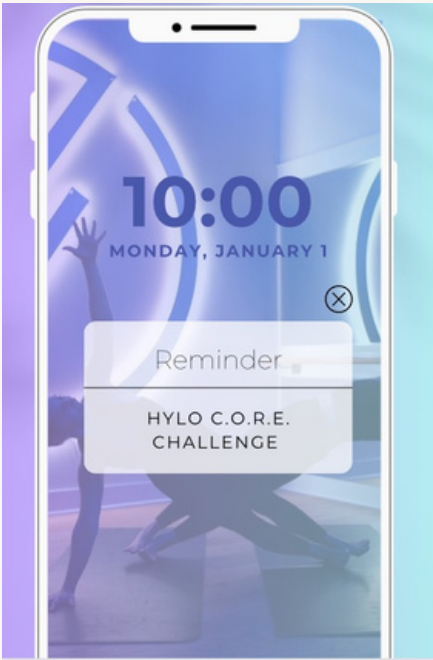
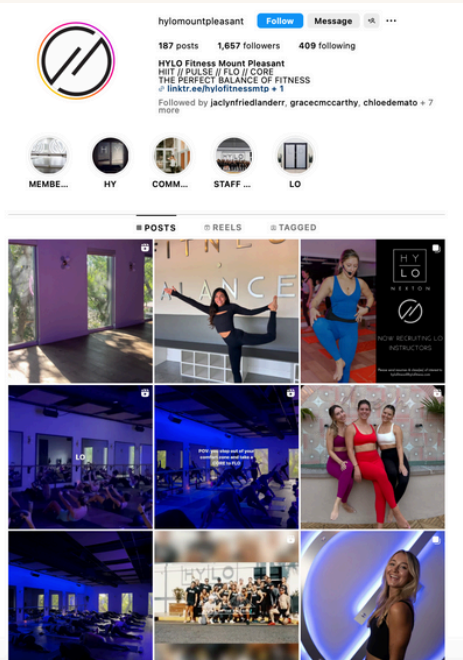
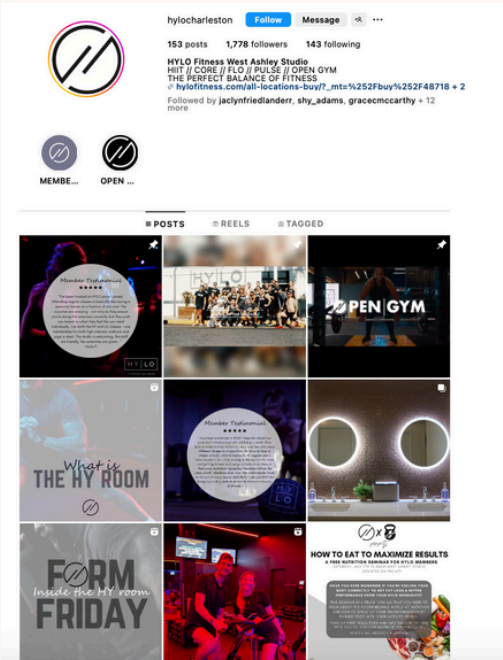
Campaign Summary

HYLO Fitness saw the value of building a sense of community to support its growth into new markets. In order to accomplish this, HYLO partnered with the COMM Agency to create a comprehensive member recruiting and retention campaign. The campaign took advantage of the popular resolution to embrace a better lifestyle by carefully launching over the New Year time. This program called the "C.O.R.E Challenge: Stronger Together," was created to draw in new members and further HYLO's dedication to community development. The acronym "C.O.R.E." stands for community building, opportunities, resolution, and experience—the essential components of the HYLO journey. We used mail-order personal cards and a door hanger campaign to encourage members to bring in their CORE friend group. While we executed a Door Hanger Campaign and Personal Cards via mail to have members bring in their CORE group of friends, we also created different CORE merchandise for HYLO including CORE for Corey apparel. While working on digital content, specifically Instagram and Facebook through Hootsuite we created and posted different engaging posts. Specifically for the CORE challenge, student discounts, versatile classes, Member Monday Spotlights, and Feature Friday posts. Member Monday focused on a specific member from the gym asking a few questions about their experience with HYLO hoping to generate a connection with viewers to gain new members. Feature Friday posts focused on a specific coach, the classes they teach, and a little about themselves hoping to share a connection with someone. Avery created Google forms for HYLO to send to members and coaches as an easier way to gather the information for their posts. We continued to do so until the COMM Agency was logged out of all accounts and was not able to log back in. Finally, HYLO coordinated with CofC for a final fitness challenge in Rivers Green, which included various challenges students were to compete in for prizes. Prizes were chosen by spinning a wheel, which included HYLO merchandise. Prizes consisted of free HYLO T-shirts and tanks, water bottles, pens, drink koozies, and free class passes. The event went from 11 a.m. to 1 p.m., and we gained twelve emails and multiple Instagram followers for the HYLO Mount Pleasant Instagram.

Campaign Efforts

As a team, we worked to increase engagement on social media as well as increase memberships. We delegated certain tasks to each team member which allowed us to really hone in and focus on what was truly important for the company. Both Cayden and Audrey met with Maryann in an effort to help run their social media. This included both their Instagram and Facebook pages as well as their Hootsuite account. Originally the team was logged into both accounts and posting weekly however, after new management was hired the team was logged out. Despite our efforts to re-login to accounts, we were unable to. The team worked diligently to send over different Canva advertisement ideas for the company to post. Along with our efforts to increase social media engagement, we worked to increase membership sign-ups and return rates. In doing so we created a new challenge called the “C.O.R.E. challenge.” This challenge allowed participants to enter raffles and get the chance to win new prizes which increased membership return rates. Along with this, Sam designed new merchandise and apparel to appeal to consumers. We incorporated our “C.O.R.E.” sayings in the merchandise. After new management took over, we wanted to improve communication so that we could be of better help. We conducted an in-person meeting where we discussed the plan we had created. The team planned on creating Instagram and Facebook posts on Canva which highlighted new members and instructors. Avery created two Google forms that we had presented to Mary Ann during our meeting. We suggested that MaryAnn send the team her contacts so that way we could communicate with the members and instructors directly. Despite our efforts, we were unable to get these contacts. Our initial plan was to create a document with the testimonies and different social media posts that way the HYLO management team could choose what they wanted to post. Along with this, we shared our plans for an on-campus event. Initially, we had hoped to host a class in the cistern. However, we thought it would be more feasible to do something a bit smaller in Cougar Mall. This event will include different HYLO raffles and prizes. We hope this event raises awareness for the brand. The agency aims to target college students before summer break.

Campaign Efforts



Campaign Results

Overall, there are several results of the C.O.R.E. Challenge Campaign and the April 2024 experiential marketing event that are worth mentioning. First, it is noted that a combined total of 110 people at the West Ashley and Mount Pleasant Studios participated in the challenge, from January to March of 2024. Social media engagement on HYLO's Instagram varied throughout the duration of the challenge. This is evident, as the first post on Instagram that was related to the challenge received 159 likes. In contrast, posts related to the weekly progress of the challenge itself only received anywhere between 40 to 60 likes on Instagram. The Instagram post that received the most engagement that was related to the challenge, between January and March of 2024 was a slideshow of photos that showcased the C.O.R.E. 2024 challenge branded merchandise. The slideshow was posted in February of 2024 and received over 400 likes on the HYLO Instagram page. Thus, one takeaway from this experience was that audiences tend to engage with social media posts that are more visually appealing. Also, judging by the results of this aspect of the campaign, it was determined that in order for something such as this to be successful, it is important to ensure that the message of the campaign and the social media posts surrounding it are action-oriented, succinct, and are effective in differentiating the business from its competitors.

In terms of the experiential marketing event that was part of the Cougar Countdown Stress Relief Fair on Friday, April 26th, one of the goals of this event was to encourage College of Charleston students to sign up to receive e-mails and text notifications about HYLO classes, to encourage them to not just try a class or several classes but to ultimately join one of the gyms. In addition, students who stopped by the table in Rivers Green were encouraged to take part in "five-minute fitness challenges" in order to win prizes (e.g. branded merchandise, a free class pass, etc.) As a whole, we received 11 signatures from students and approximately 25% of students who stopped by the table in Rivers Green participated in the "five-minute fitness challenges" throughout the course of the event.

Final Budget

While the agency wasn't allocated a specific budget, we strategically allocated funds for HYLO merchandise and executed unpaid advertising tactics to enhance the C.O.R.E Challenge's outreach. The merchandise served a dual purpose during the campaign. It featured "C.O.R.E. Challenge" designs, allowing members to purchase items to signify their participation in the challenge. Additionally, the merchandise paid homage to the late Corey Skinner, one of HYLO's esteemed instructors who left a lasting impact on everyone. This initiative not only allowed the community to represent their favorite gym but also provided an opportunity for locals to honor the Skinner family.

Furthermore, The Agency carefully designed unpaid advertisements and strategic messaging in order expand the reach of the campaign. The Agency was able to conduct weekly social media posts that helped provide a digital presence throughout the C.O.R.E. Challenge.

Recommendations

- For College of Charleston Students: Continue on-campus activation events, such as being part of the Stress Relief Fair at Cougar Countdown
 - Ex: Host a fitness class in the Cistern Yard and do something similar for the Knoxville location
 - E.g. Partner with the University of TN to host an on-campus event(s).
 - Offer student discounts and include information about it on the HYLO website.
- List membership options and prices on the HYLO website.
 - List free trial week for new and prospective members on the website.
 - Have two to three membership options at the most, to avoid confusion and make the decision-making process easier for prospective members.
- Hire a social media intern through CofC or the University of TN for the Knoxville location.
 - This should be an opportunity for them to get course credit for their work.
 - They should be responsible for helping to redesign and improve the company website.
 - They should lead the process of creating digital/social media ad campaigns, as well as help with social media strategy, and capturing content.
- To increase brand awareness within Charleston
 - Consider being present at Second Sunday on King St. at least once every six months (e.g. one time in April, one time in October) at the minimum.
 - Implement digital campaign strategy: Consider posting ads for free trial classes on Facebook pages (e.g. Mount Pleasant Moms, Charleston Young Adults, Charleston Girls Group, Charleston Young Professionals, New to Charleston, etc.)

Lessons Learned

Communication is essential to maintaining a strong brand identity, positive image, and substantial customer base.

Communication between team members as well as the client is just as important to be able to understand the business's goals and expectations.

Coming up with creative marketing strategies such as the CORE challenge helped boost HYLO's engagement with members and generate new clientele through the excitement and attention the challenge brought.

Posting reviews and testimonials of coaches allows for more engagement via social media, allowing a broader audience to follow, like, and become members after acquiring more knowledge about the business.

A consistent, timely, and visually appealing social media presence is a key way to motivate people to engage with the brand and participate in things such as the C.O.R.E. Challenge.

The quality of the work that is produced far outweighs the quantity of deliverables that are produced in the end.

Partnering with local businesses helps to expand local interaction with the company.

Trial and error is a good thing and needs to be accepted within client partnership work.

Patience is key, with team members and with clients. We are just human at the end of the day, and there are some things that we simply cannot control. We all have a lot going on most of the time.

Apendex - Team Resumes

Jaclyn Friedlander

jaclynfriedlander@gmail.com | (301) 955-6922 | Bethesda, MD

EDUCATION

COLLEGE OF CHARLESTON | School of Humanities and Social Science, Charleston, SC
Bachelor of Arts in Communication | Minor in Marketing | GPA: 3.60 | *President's List, Merit Scholarship Recipient*
Aug 2020 - May 2024

AMERICAN INSTITUTE FOR FOREIGN STUDY | Florence, Italy
Academic study abroad program focused on marketing
Jan 2023 - May 2023

• MKTG 350 Marketing of Wine, MKTG 364 Marketing of Italian Luxury Fashion, MKTG 340 Marketing Today's Fashion

EXPERIENCE

THE COMM AGENCY (Capstone) | Account Director, Charleston, SC
Aug 2023 - May 2024

• Member of executive leadership team for student-run communication agency.

• Account Director for HYLO Fitness, Emyvale Golf, and The Disabilities Foundation of Charleston County.

• Developed detailed insight reports, creative briefs, and brand books for clients.

• Executed several successful digital marketing campaigns and community events.

• Set agenda and led weekly client meetings.

RAMY BROOK | Merchandising and Sales Intern, New York, NY
May 2023 - Sept 2023

• Categorized inventory and sales reports to generate pivot tables on Excel.

• Conducted competitive research to gather data and present to sales team.

• Produced master calendar for 2024, streamlining communication across sales, production and design teams.

• Created and presented 2023 industry trend report to senior executives including CEO.

LAMBS AND DRAGONS | Marketing and Communication Intern, Charleston, SC
Aug 2022 - Jan 2023

• Acted as liaison between CEO and production team to maintain organization of all projects.

• Played pivotal role in creating brand identity, communication strategy, and organizing artist collaborations.

• Operated digital media platforms, overseeing content creation, messaging, curation, and scheduling.

• Applied SEO techniques, including keyword strategies, to improve online discoverability.

WEMOKE RENTALS | Marketing and Branding Intern, Charleston, SC
Jan 2022 - May 2022

• Designed and updated logo using Canva which was printed onto rental vehicles in Charleston.

• Established rental partnership agreement with luxury Charleston Place Hotel.

• Managed digital media campaigns on Instagram, Meta, X and TikTok.

SASSE AGENCY | Marketing Intern, Washington, DC
May 2020 - Sept 2020

• Produced and managed marketing campaigns on digital platforms for clients.

• Developed blog postings for client portfolios.

CERTIFICATIONS/TECHNOLOGY

Meta Social Media Marketing - Coursera, 2024

The Fundamentals of Digital Marketing - Google Digital Garage, 2022

Microsoft Excel, PowerPoint, SEMrush, Canva, Monday.com, Wix, iMovie, Hootsuite

ORGANIZATIONS

CoFC RHO LAMBDA | Leadership Honors Society, Charleston, SC
Dec 2023 - Present

CoFC PANHELLENIC ASSOCIATION | Recruitment Counselor, Charleston, SC
April 2023 - Oct 2023

KAPPA ALPHA THETA - ZETA LAMBDA | Vice President, External Affairs, Charleston, SC
Dec 2021 - Jan 2022

CHARLESTON MIRACLE NETWORK | Marketing Director, Charleston, SC
Nov 2021 - Mar 2022

SAMUEL CARL

317-507-9164
SamACarl28@gmail.com
www.linkedin.com/in/SamCarl100

I want to be involved in a position where can I fulfill the needs of the company while simultaneously gaining knowledge at a professional level.

EDUCATION

College of Charleston
Charleston, SC | 2020-Present
Major: Communications
Minor: Marketing
• Elected to tutor students in public speaking in professional setting.
Hamilton Southeastern Highschool
Fibers, IN | 2016-2020
Graduated with a 3.8 GPA
• Academic Honors Diploma
• Clubs: Make-A-Wish, Key Club and Best Buddies

RELEVANT COURSE WORK

• Voted best research study in communications research course (effects and ethics of hormonal replacement therapy in athletes)
• Micro & Macroeconomics
• Journalism
• Professional Selling
• Curated a strategic marketing portfolio and pitched it to the executives at HYLO Fitness.

SKILLS & PROFICIENCIES

• Strong organizational and time-management skills
• Exceptional communication and interpersonal skills
• Microsoft (Excel, PowerPoint, Word)
• Canva & Adobe
• SEMrush Certification
• Google Ads

PROFESSIONAL EXPERIENCE

Intern
| HYLO Fitness | 2024-Present
Optimizing our website, social profiles, data tracking tools, local SEO strategies, and CRM to ensure they are cohesive and enhance not only our membership conversion but also our customer lifetime value.
• Developing strategic content plans, promotions, and digital strategies based on in-depth research and competitor analysis.
• Developing new marketing strategies based on data from previous years.
Handling confidential information and documents with discretion and maintaining their proper organization.

National Sales Coordinator
Fresh Prints | 2022 - Present
Currently, I have achieved over \$30,000 in sales this year.
• Nominated as one of the top merchandise designers out of the hundreds of sales reps working with the company.
• Design garments and accessories for businesses, clubs, non-profits, and other events.
Strategically communicate and manage my clients using our CRM platform.
Learning valuable sales techniques and customer retention strategies.

Club President
Watersports Club | 2021 - Present
Voted President of one of the largest clubs on campus for consecutive years.
• Took the club from 7 members to 200+ members.
• I have learned what it means to demonstrate leadership and maintain a strong image on campus.
Back to back years at our schools Club Fair, I have recruited 125 members in a 4-hour period.

Intern
Finch Creek Fieldhouse | 2019 - 2020
• Developed digital, mail, paid, unpaid, and grassroot efforts to guide the new opening of our location.
Prepared and managed our digital profiles.
• Became one of the top rated sports complex's in Indiana.

AVERY FIDELIBUS

avefidelibus@gmail.com ♦ 610-442-2030 ♦ Lehigh Valley, PA

EDUCATION

Bachelors Degree in Communications, Minor in Film Studies
College of Charleston
Charleston, South Carolina
Expected Graduation, May 2024

Relevant Coursework: Communication, Identity and Community Communication, Principles and Practice of Strategic Communication, Intro to Communication Messages, Communication Research Methods, Message Design and Influence, Ethical Communication, Addressing Problems in Context, and Analysis of Communication Practice.

Capstone Project: Collaborated with Charleston Business Leadership and Communications Team to create targeted growth strategy through Competitive Market Research, Market Analysis, Brand and Social Media Campaigns and Website Enhancements.

Easton Area High School
Easton, Pennsylvania
Student Council Vice President Class of 2020, National Honor Society, Key Club, Yearbook Staff, Special Olympics, Varsity Cheerleader, Wrestler and Boy's Wrestling Manager.
Graduate, June 2020

WORK EXPERIENCE

Student Brand Manager
Red Bull
April 2023 - Present

• Plan, execute and report local missions to generate excitement and brand awareness.

• Work events and collaborate with team members to represent the brand in a premium way on campus and around Charleston Area.

• Grow the user base by inviting positive trial and awareness of Red Bull through product sampling.

• Promote brand engagement on social media.

• Network and engage with important local business individuals.

PIAA Wrestling Official
Lehigh Valley Chapter
September 2021 - Present

• Officiate youth, junior high and high school wrestling matches and tournaments.

• Maintain status by attending rules and interpretation meeting and monthly chapter meetings.

CAMPUS INVOLVEMENT

The National Society of Leadership & Success
College of Charleston Chapter
2023- Present

• Attend meetings and lectures.

• Engage in team collaboration and network with peers.

College of Charleston Cheerleader
April 2020 to May 2021

• Attended practices, camps, conditioning and special events.

• Cheered for Men's and Women's DI Basketball Games.

• Won NCAA Collegiate Championship - Small Coed Division I.

RELEVANT SKILLS AND EXPERTISE

• In-depth knowledge of social media marketing platforms: Twitter, TikTok, Facebook, LinkedIn, Instagram, and Pinterest.

• Adept with Microsoft Office Suite and Google Suite Platforms.

• Working knowledge of InDesign, Photoshop and Canva.

CAYDEN KING

Crofton, MD | (443) 433-4447 | ckingden@icloud.com

Professional Summary

Sales Marketing and PR Associate currently obtaining a Bachelor's degree in Communications with desirable experience in drafting press releases, generating social media engagement, discovering marketing opportunities, monitoring client interests, and streamlining organizational processes. Considerable experience in creating programs to amplify partnerships, meeting deadlines, accommodating special needs, and managing social media content. Continually exceeds expectations by building strong relationships and works well with people at all levels of the organization including stakeholders, staff, and clients.

Skills

• Drafting Press Releases & Client Interests
• Generating Social Media Engagement
• Cultivating Communications Procedures
• Designing Digital Content & Campaigns
• Discovering Marketing Opportunities
• Creating Programs to Amplify Partnerships

• Researching & Monitoring Client Interests
• Streamlining Organizational Processes
• Proofreading Social Media Content
• Cultivating Strategic Relationships
• Managing Project & Meeting Deadlines
• Accommodating Special Needs

Work History

Marketing and PR
Hyle Gym
08/2023 to Current

• Continuously taking part in brainstorming sessions, suggesting innovative marketing ideas, and distributing PR materials.

• Recently tasked with managing Hyle Gym's social media, enhancing content and engagement across all platforms.

• Aiding in the development and distribution of marketing materials including brochures, pamphlets, newsletters, and videos.

• Strategically edited and proofread social media content, videos, press releases, emails, and other communications.

• Managing marketing calendars, executing media and PR events, and continuously completing administrative activities.

• Successfully developing and maintaining positive relationships with clients, personnel, stakeholders, media, and vendors.

• Cultivating and executing content improvement plans and continuously evaluating overall campaign effectiveness.

Cafe Server
Taleo Y Canna - Charleston, SC
10/2022 to Current

• Training and developing associates to ensure they continue to provide outstanding service and represent brand standards.

• Maintaining record of employee attendance along with completing daily cash audits to correctly balance drawers.

• Adhering to safety standards, ensuring excellent levels of customer service are provided, and setting up cafe equipment.

• Efficiently greeting and interacting with customers, helping procure responsible purchase through suggestion selling.

• Communicating effectively with customers, co-workers, and managers to create a safe and enjoyable environment.

• Preparing for and serving guests in accordance with company standards for food and beverage quality and safety.

Marina Attendant and Clerk
Smith's Marina - Chincoteague, MD
04/2018 to 08/2022

• Solved problems, improved operations, provided exceptional service to customers, and maintained employee records.

• Developed training initiatives, onboarded newly hired team members, and ensured compliance with company regulations.

• Ensured coaching culture was present to include timely acknowledgment of successes and feedback on opportunities.

• Conducted specific inventory checks on a regular basis and maintained updated inventory records to meet store needs.

• Identified underperforming metrics and generated solutions to leverage existing tools, programs, or customer resources.

• Cultivated and managed relationships with customers by communicating service features and selling various products.

Spa Coordinator
Ethos Spa - Annapolis, MD
05/2019 to 03/2020

• Consistently made recommendations regarding ways to improve the institution and provide the best customer experience.

• Strategically investigated and resolved various customer inquiries and complaints in a timely and empathetic manner.

• Executed executive and administrative control over functions of the reception area, including implementation of policies.

• Interacted with staff, internal departments, and customers to resolve customer service issues and improve processes.

• Oversee interface communications, answered phones, managed calendars, and generated office financial reports.

• Ensured coaching culture was present to include timely acknowledgment of successes and feedback on opportunities.

Memberships

Member - National Society of Leadership and Success

Education

College of Charleston
Bachelor of Arts Communication
05/2024

• Analyzing consumer behavior and its application to the preparation and presentation of marketing communications.

• Learning how to coordinate press releases, develop content for interviews, schedule interviews, and design press services.

• Learning how to analyze objectives, promotional policies, and the need to build public relations strategies and activities.

• Gaining experience in the use of communications research and analytics in relation to products, customers, and markets.

• Practicing writing press releases and other media communications to promote clients and development programs.

• Studying how to develop and implement new online marketing strategies in order to increase brand awareness and sales.

• Researching market analysis activities, how to assess competitor performance, and how to collect competitor intelligence.

• Learning how to become an effective leader by creating programs, communications campaigns, and advertisements.

Technical Skills

• Microsoft Office Suite
• Photoshop

Appendex - Team Resumes

<div>Contact</div> <div><div>graceemccarthy7187@gmail.com</div><div>773-679-7316</div><div>Mount Pleasant, SC</div><div>29466</div><div>https://www.linkedin.com/in/graceemccarthy/</div></div> <div><div>Education & Training</div><div><div>B.A. - Communication, May 2024</div><div>College of Charleston</div><div>Charleston, SC</div><div>2020-2024</div></div><div><div>B.A. - Advertising Creative</div><div>Loyola University of Chicago</div><div>Chicago, IL</div><div>2019-2021</div></div><div><div>GPA: 3.70</div></div><div><div>Relevant Courses</div><div><div>• Branding & Positioning</div><div>• Message Design & Influence</div><div>• Communicative Science</div><div>• Ethical Communication</div><div>• Principles of Advertising & Public Relations</div></div></div><div><div>Activities & Honors</div><div><div>• FBI Chicago Student Leadership Internship</div><div>09/2017 - 04/2018</div><div>• Dean's List Student</div><div>Loyola University Chicago</div><div>Fall 2019 - Spring 2021</div><div>• Dean's List Student</div><div>College of Charleston</div><div>Fall 2022, Fall 2023</div></div><div><div>Languages</div><div><div>• Spanish: Professional Working Proficiency</div><div>• Italian: Elementary Proficiency</div></div></div></div></div>	<div><div>Grace McCarthy</div><div>I am seeking a full-time client services position in an agency environment that will enable me to utilize my skills and experience. Proven track record of providing creative and organizational solutions, utilizing my superior communication and organizational skills. Conscientious team player with consistent attention to detail and passion to exceed expectations.</div><div><div>PROFESSIONAL EXPERIENCE</div><div><div><div>Program Coordinator - ApotheCom</div><div>06/2024 - Present</div><div><div>• Routing and submitting medical publications for scientific and legal review.</div><div>• Creating agendas for internal company calls and external client meetings.</div><div>• Creating timetables and for the review and submission of client deliverables.</div><div>• Responsible for ensuring seamless communication between the client and agency associates.</div></div><div><div>Unity Church of Charleston - Omnicomchannel Marketing & Social Media Coordinator</div><div>09/2023 - Present</div><div><div>• Create content for the Instagram and Facebook pages, promoting Sunday services and highlighting the church's core values and mission.</div><div>• Utilize Squarespace to update and enhance the website graphics, design and content, ensuring a visually appealing and informative online presence.</div><div>• Foster community engagement across social media platforms by actively interacting with the online audience, responding to comments and messages.</div><div>• Collaborate with staff members to promote events hosted by the church and other interfaith communities within the Charleston area.</div></div><div><div>College of Charleston Student Advertising Agency - Account Manager</div><div>08/2023 - Present</div><div><div>• Serve as a liaison between agency associates and Charleston-based clients, such as HYLO Fitness.</div><div>• Responsible for creating client meeting agendas, timelines for the launch of campaign deliverables, and reviewing deliverables before submission to the client.</div><div>• Facilitate the development of a creative brief in collaboration with agency associates, prior to the launch of HYLO Fitness' 2024 C.O.R.E. Challenge Campaign in January.</div><div>• Responsible for coordinating and overseeing the execution of digital and social media advertising tactics for HYLO Fitness' 2024 C.O.R.E. Challenge Campaign.</div></div></div></div><div><div>ApotheCom - Client Services Intern</div><div>05/2023 - 08/2023</div><div><div>• Routed and submitted client deliverables for approval.</div><div>• Recorded annotations, comments, and references for deliverables from clients and medical writers into the Veeva Vault database.</div><div>• Updated standard communications templates for client correspondence.</div><div>• Planned events for the Yardley, San Francisco and San Diego offices, including a Happy Hour Event for the annual Leadership Team meeting and NYC office.</div></div></div><div><div>Bumble Inc. - Campus Marketing Manager</div><div>01/2023 - 05/2023</div><div><div>• Student Brand Ambassador and College of Charleston Campus Marketing Manager for Bumble Inc.</div><div>• Coordinated and launched social media advertising campaigns to increase brand awareness within my network and amongst The College of Charleston student population.</div><div>• Planned and executed experiential marketing events in downtown Charleston in partnership with local businesses.</div></div></div><div><div>Starbucks - Barista & Customer Support</div><div>07/2021 - 04/2023</div><div><div>• Worked with employees to ensure quality food and beverage standards.</div><div>• Communicated with customers and employees to determine their needs and address concerns.</div></div></div><div><div>Holly Rust INC. - Social Media and Community Manager</div><div>11/2020 - 08/2021</div><div><div>• Collaborated with a Chicago-based influencer managing her social media accounts and fostering community engagement across her accounts.</div><div>• Photographed and captured video content for Instagram, Facebook and TikTok posts as well as social media campaigns.</div><div>• Coordinated and secured partnerships/sponsorships with brands including Walgreens and Target.</div></div></div><div><div>LEGG Chicago Business & Technology Network - Event Management Staff</div><div>09/2016 - 03/2020</div><div><div>• Planned event logistics and increased social media awareness.</div><div>• Facilitated the networking process by arranging seating for guests by industry.</div></div></div></div></div></div></div>	<div><div>Emma Krebs</div><div><div>krebsemma13@gmail.com</div> • 732-413-5730 • Spring Lake, NJ • LinkedIn</div><div>2024 College of Charleston undergraduate with a major in Communication.</div><div><div>Education</div><div><div>College of Charleston, Charleston, S.C.</div><div>Communication major with concentration in public relations</div><div>Graduation May 2024</div></div><div><div>Career-related experience</div><div><div><div>The COMM Agency (Capstone) Charleston, SC</div><div>August 2023- May 2024</div><div><div>• Member of a student-run Communication Agency.</div><div>• Worked with HYLO fitness and organized campaigns for the company</div></div></div><div><div>Sever - Fuel Cantina, Charleston, SC</div><div>February 2023- present</div><div><div>• Prepared a clean environment for daily business</div><div>• Catered to customers needs</div><div>• Interacted with customers and provided exceptional service.</div></div></div><div><div>Server - The Parker House, Sea Girt, NJ</div><div>May 2022- present</div><div><div>• Prepared a clean environment for daily business</div><div>• Catered to customers needs</div><div>• Interacted with customers and provided exceptional service.</div></div></div><div><div>Server - Klein's Fish Market, Belmar, NJ</div><div>July 2023- present</div><div><div>• Prepared a clean environment for daily business</div><div>• Catered to customers needs</div><div>• Interacted with customers and provided exceptional service.</div></div></div><div><div>Food Runner - Marigold Market & Cafe, Spring Lake, NJ</div><div>May 2021, 2022</div><div><div>• Brought food to customers</div><div>• Spoke with customers</div><div>• Prepared food and did plating</div></div></div><div><div>Assistant Manager - Spring Lake Bath & Tennis Club, NJ</div><div>May 2016- 2021</div><div><div>Begin with a verb to describe job responsibility</div><div><div>• Created organized schedules for coworkers</div><div>• Cooked and prepared food for members</div><div>• Organized and clean tennis courts</div><div>• Answered phone calls and provide customer service</div><div>• Resolved conflicts resulting in customer satisfaction</div><div>• Organized clothing in the retail shop</div></div></div></div></div><div><div>Skills</div><div><div>• Strong Interpersonal Skills • Excellent Organizational and Time Management • Adaptivity • Multitasking • Public Speaking Teamwork • Event planning • Effective and Creative Social Media</div></div></div></div></div></div>
<div><div>AUDREY BOYLE</div><div><div>Boyleag@g.cofc.edu</div><div>617-774-9112</div><div>www.linkedin.com/in/audrey-boyle</div></div><div><div>SUMMARY</div><div><div>• Excels in providing elevated experiences. Possesses exemplary interpersonal skills and excels in providing customers with an immersive experience. Continually seeks out challenges, leading to growth in overall skill set with regards to the demands of work.</div></div><div><div>EDUCATION</div><div><div><div>College of Charleston, Charleston, SC</div><div>May 2024</div></div><div><div>Bachelor of Arts in Communications with a Minor in Marketing</div><div><div>• GPA 3.2</div><div>• Relevant Coursework: Sales Management and Personal Selling, Integrated Marketing Communications, Marketing Concepts, Literary Journalism</div></div></div><div><div>Florence University of the Arts, Florence, Italy</div><div>January - May 2023</div><div><div>• GPA 4.0</div><div>• Relevant Coursework: Florentine Art Walks, Art Food Fashion and Wine: Creative Advertising of Italian destinations, Italian Renaissance Architecture, Food and Beverage Operations and Management, Pairing Food and Wine</div></div></div></div><div><div>EXPERIENCE</div><div><div><div>HYLO Fitness, Charleston, SC</div><div>Sept 2023 - Present</div><div><div>Associate</div><div><div>• Associate for student-run agency at the College of Charleston. Conducted formative market research, including comprehensive SWOT analysis; developed SMART objectives to guide communication strategy; pitched and executed tactics that include social media content curation, video production, media pitching and brand activation; evaluated efforts to realize an increase in Klout score social interactions and overall brand impressions.</div></div></div><div><div>Sewing Down South, Charleston, SC</div><div>Sept 2023 - Present</div><div><div>Sales Associate</div><div><div>• Responsible for various tasks, including assisting customers in finding and purchasing items, restocking shelves, maintaining store cleanliness, operating cash registers, handling transactions, and providing excellent customer service.</div></div></div><div><div>Diversified Funding INC, Boston, MA</div><div>May 2023 - Present</div><div><div>Commercial Real Estate Intern</div><div><div>• Utilized Microsoft Excel to create a listing of comparable properties</div><div>• Communicated with customers</div><div>• Cold called prospective clients and tracked information using a client database in MS Excel</div><div>• I worked on using Excel as I crafted property comparables. Conversations with current tenants deepened my understanding of their needs, fostering insights into tenant retention strategies and property enhancement opportunities. I also embraced the art of cold calling. I connected with prospective clients, shaping my communication skills and resilience while expanding the firm's</div></div></div></div></div></div></div></div></div></div></div>	<div><div>network. I also maintained advertising logs, ensuring our properties garnered the attention they deserved.</div><div><div>Pallas Capital Advisors, Braintree, MA</div><div>January 2023</div><div><div>Finance Intern</div><div><div>• Gained exposure to the fundamentals of investment management and financial planning through interactive lessons and case studies.</div><div>• Analyzed financial instruments - from stocks to bonds to alternative assets - and allocated assets across portfolios based on risk/return profiles.</div><div>• Learned from senior investment professionals about careers in finance, investing, trading, portfolio management, research, wholesaling, marketing, financial planning, and wealth management.</div></div></div><div><div>American Insurance Agency, Quincy, MA</div><div>July - August 2022</div><div><div>Sales Intern</div><div><div>• Market commercial insurance products to ice skating rink facilities, resulting in increased sales. Develop business planning and market penetration strategies for the ice rink industry. Manage state filings and license requirements for over 15 states.</div></div></div><div><div>The Catered Affair, Cohasset, MA</div><div>June 2021 - August 2021</div><div><div>Event Staff</div><div><div>• The first impression of the staff, responsibilities as a member of the event staff included setting the tone for guest experience, efficiently helping to set up wedding venues. Waiting on guests and providing them with a well rounded experience.</div></div></div><div><div>LEADERSHIP, VOLUNTEER EXPERIENCE, AND INVOLVEMENT</div><div><div>College of Charleston, Charleston, SC</div><div><div>• Real Estate Club, Member</div><div>• American Marketing Association, Member</div><div>• Surf Club, Member</div><div>• Director of Sisterhood Events, Zeta Tau Alpha</div></div><div>Dec 2021 - Dec 2022</div></div></div></div></div></div></div>	