



Letterpress Communications Proposal

George Mason University

Creative & Marketing Services RFP

GMU-1692-21

Primary Contact

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118 N. Main Street, Suite 3

Farmville, VA 23901

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Procedural Information



Purchasing Department
4400 University Drive, Mailstop 3C5
Fairfax, VA 22030
Voice: 703.993.2580 | Fax: 703.993.2589
<http://fiscal.gmu.edu/purchasing/>



REQUEST FOR PROPOSALS GMU-1692-21

ISSUE DATE: November 04, 2020

TITLE: Creative & Marketing Services

PRIMARY PROCUREMENT OFFICER: Erin Rauch, Assistant Director, erauch@gmu.edu
SECONDARY PROCUREMENT OFFICER: James F. Russell, Director, jrussell@gmu.edu

QUESTIONS/INQUIRIES: E-mail all inquiries to both Procurement Officers listed above, no later than 4:00 PM EST on November 19, 2020. All questions must be submitted in writing. Responses to questions will be posted on the [Mason Purchasing Website](#) by 5:00 PM EST on November 24, 2020. Note: Questions must be submitted in WORD format. Also see section III. COMMUNICATION, herein.

PROPOSAL DUE DATE AND TIME: December 09, 2020 @ 2:00 PM EST. SEE SECTION XII.A.1 FOR DETAILS ON ELECTRONIC PROPOSAL SUBMISSION.

In Compliance With This Request For Proposal And To All The Conditions Imposed Therein And Hereby Incorporated By Reference, The Undersigned Offers And Agrees To Furnish The Goods/Services In Accordance With The Attached Signed Proposal Or As Mutually Agreed Upon By Subsequent Negotiations.

Name and Address of Firm:

Legal Name: Letterpress Communications, LLC

Date: December 7, 2020

DBA: Letterpress Communications

Address: 118 N. Main Street, Suite 3

By: 
Signature

Farmville, VA 23901

FEL/FIN No. 47-3472548

Name: Ilisa Loeser

Fax No. None

Title: Owner/Principal

Email: ilisa@letterpresscommunications.com

Telephone No. 434-414-5206

SWaM Certified: Yes: X No: (See Section VII. SWaM CERTIFICATION for complete details).

SWaM Certification Number: #719854

This public body does not discriminate against faith-based organizations in accordance with the *Governing Rules*, § 36 or against a Bidder/Offeree because of race, religion, color, sex, national origin, age, disability, or any other prohibited by state law relating to discrimination in employment.

**ATTACHMENT A
SMALL BUSINESS SUBCONTRACTING PLAN
TO BE COMPLETED BY OFFEROR**

It is the goal of the Commonwealth that over 42% of its purchases be made from small businesses. All potential offerors are required to include this document with their proposal in order to be considered responsive.

Small Business: "Small business (including micro)" means a business which holds a certification as such by the Virginia Department of Small Business and Supplier Diversity (DSBSD) on the due date and time for proposals. This shall also include DSBSD certified women- owned and minority-owned businesses and businesses with DSBSD service disabled veteran owned status when they also hold a DSBSD certification as a small business on the proposal due date. Currently, DSBSD offers small business certification and micro business designation to firms that qualify.

Certification applications are available through DSBSD online at www.SBSD.virginia.gov (Customer Service).

Offeror Name: Letterpress Communications

Preparer Name: Ilsa Loeser **Date:** December 7, 2020

Who will be doing the work: ☒ **I plan to use subcontractors** ☐ **I plan to complete all work**

Instructions

- A. If you are certified by the DSBSD as a micro/small business, complete only Section A of this form.
- B. If you are not a DSBSD-certified small business, complete Section B of this form. For the proposal to be considered and the offeror to be declared responsive, the offeror shall identify the portions of the contract that will be subcontracted to DSBSD certified small business for the initial contract period in relation to the offeror's total price for the initial contract period in Section B.

Section A

If your firm is certified by the DSBSD provide your certification number and the date of certification.

Certification Number: 719854 Certification Date: 7/2016

Section B

If the "I plan to use subcontractors" box is checked, populate the requested information below, per subcontractor to show your firm's plans for utilization of DSBSD-certified small businesses in the performance of this contract for the initial contract period in relation to the offeror's total price for the initial contract period. Certified small businesses include but are not limited to DSBSD-certified women-owned and minority-owned businesses and businesses with DSBSD service disabled veteran-owned status that have also received the DSBSD small business certification. Include plans to utilize small businesses as part of joint ventures, partnerships, subcontractors, suppliers, etc. It is important to note that these proposed participation will be incorporated into the subsequent contract and will be a requirement of the contract. Failure to obtain the proposed participation dollar value or percentages may result in breach of the contract.

B. Plans for Utilization of DSBSD-Certified Small Businesses for this Procurement

Subcontract #1

Company Name: _____ SBSD Cert #: _____
Contact Name: _____ SBSD Certification: _____
Contact Phone: _____ Contact Email: _____
Value % or \$ (Initial Term): _____ Contact Address: _____
Description of Work: _____

Subcontract #2

Company Name: _____ SBSD Cert #: _____
Contact Name: _____ SBSD Certification: _____
Contact Phone: _____ Contact Email: _____
Value % or \$ (Initial Term): _____ Contact Address: _____
Description of Work: _____

Subcontract #3

Company Name: _____ SBSD Cert #: _____
 Contact Name: _____ SBSD Certification: _____
 Contact Phone: _____ Contact Email: _____
 Value % or \$ (Initial Term): _____ Contact Address: _____
 Description of Work: _____

Subcontract #4

Company Name: _____ SBSD Cert #: _____
 Contact Name: _____ SBSD Certification: _____
 Contact Phone: _____ Contact Email: _____
 Value % or \$ (Initial Term): _____ Contact Address: _____
 Description of Work: _____

Subcontract #5

Company Name: _____ SBSD Cert #: _____
 Contact Name: _____ SBSD Certification: _____
 Contact Phone: _____ Contact Email: _____
 Value % or \$ (Initial Term): _____ Contact Address: _____
 Description of Work: _____

Statement of Payment Preference

Letterpress Communications is flexible and willing to work with clients to make all processes, including payment, as smooth as possible. Letterpress is able to accommodate either Option #1 or Option #3 for payments as noted below.

Option #1- Payment to be mailed in 10 days-Mason will make payment to the vendor under 2%/10 Net 30 payment terms. Invoices should be submitted via email to the designated Accounts Payable email address which is acctpay@gmu.edu. The 10 day payment period begins the first business day after receipt of proper invoice or receipt of goods, whichever occurs last. A paper check will be mailed on or before the 10th day.

Option#3- Net 30 Payment Terms. Vendor will enroll in Paymode-X where all payments will be made electronically to the vendor's bank account. For additional information or to sign up for electronic payments, go to <http://www.paymode.com/gmu>. There is no charge to the vendor for enrolling in this service.

Qualifications & Experience

Describe your experience, qualifications and success in providing the services described in the Statement of Needs to include the following: a. Describe your experience in providing similar services described in the Statement of Needs. b. Names, qualifications and experience of personnel to be assigned to work with Mason. c. Resumes of personnel working with Mason.

Firm History & Overview

Founded in 2015, Letterpress Communications brings community powered marketing strategies and the latest digital storytelling techniques to businesses, nonprofits and government entities in Virginia. Founder Ilsa Loeser is an award-winning writer and former newspaper reporter who has spent years developing her craft of telling stories. She specializes in media relations and community engagement while Letterpress offers a full range of services, including website development, videography, social media strategies, brand journalism, PR and fundraising campaigns.

The company retains six employees: the principal, an operations manager, a director of account services, an account executive, a writing specialist and an IT specialist. In addition, Letterpress has 20 subcontractors including account executives, writers/editors, designers, a social media manager, web developers, photographers and videographers. Each subcontractor has specific experience in his or her given field and is managed by Letterpress internally. As a boutique marketing firm, Letterpress is able to provide a customized level of service at a fair market rate, employing skilled contractors as needed on any given project.

Letterpress has a proven track record of delivering a high level of specialized service on large-scale projects such as the 2016 Vice Presidential Debate, as well as detailed, short-term projects such as website content and design.

Agency Qualifications

“Nobody cares what you have to sell.” That is what Letterpress tells its clients. What people do care about are stories, faces, and making lives better. Letterpress specializes in content marketing and community engagement through word of mouth and network optimization. Instead of conventional dry press releases and outdated tactics, we tell compelling stories, feature faces and personalities and offer content that is useful.

Letterpress Communications is firmly rooted in not only marketing but also public relations, making us especially suited for community engagement. We work with many clients who have multiple partner organizations and agencies with whom they must work on a regular basis. Our speciality is passionate and active rural partnerships and businesses that are seeking to use both traditional and digital means to tell their story well and engage their communities as advocates.

Culture & Collaboration Style

Letterpress describes its office culture as just the right blend of rigor and fun. We have a core of account executives who spend the time and energy needed to know our clients and their goals. These account executives are supported by a larger team of contractors in specialized fields such as videography, photography, web development, digital advertising, social media and graphic design.

We are a consultancy. We get to know our clients and go beyond what a client may request in order to best meet the client’s goals. That could mean recommending best practices, a new process, adoption of a new technology or creating a brand guide to help the client tell their story in a way that is consistent and engaging.

Letterpress is often on site at a client’s workplace and integrating with the client’s internal team. When not on site, they may be in close communication via email, project management software, phone calls, video calls and texts. “If the client is surprised, we’re doing it wrong” is a motto Letterpress lives by. We believe in open communication and frequent updates.

Experience Providing Similar Services

Letterpress is committed to meeting and exceeding expectations when working with our clients. We have a proven track record of delivering a high level of specialized services in the areas of creative design, web design, copywriting, videography projects, and graphic design. Letterpress has a strong reputation in the education sector, having worked with K-12 school systems and institutions of Higher Education. Our Account Executives excel in managing projects efficiently and effectively to ensure the scope of work gets completed according to timeline and with the utmost care.

Creative Design: Letterpress has worked to create, design, and produce a variety of branding and direct mail campaigns, collateral materials, and graphic illustrations. Some clients include Longwood University Small Business Development Center, Cumberland County Public Schools, and Longwood University College of Graduate and Professional Studies.

Web Design and Production: Our company recently created, designed, and launched a website for the Virginia Children's Book Festival. With 27 of the country's most cherished and best-selling authors and illustrators, the 2020 VCBF unlocked worlds of science fiction, hip hop, illustration and more for the entire month of October. Total Registrations reached 28,116 with registrations coming from multiple states and an international reach to Canada and Australia. A total of 24 live sessions engaged students of every age, while archive footage was accessed more than 1000 times throughout the event. Software utilized included Streamyard, Constant Contact email software was integrated into the website as was the live stream through YouTube.

Copywriting, Proofreading, and Copyediting: Letterpress has a dedicated Writing Specialist focused on technical, advertising, and marketing for print media and websites. Telling the story has always been a focus and we take pride in our writing. Longwood University's Small Business Development Center client profiles have assisted the SBDC in sharing success stories of small businesses in the region. Green Front Furniture blog posts are crafted to highlight furniture vendors, styles, and the latest trends in home decor. We are always ready to share the next story.

Videography and Motion Graphics/Animation: As part of Letterpress's overall marketing strategy for Longwood University's College of Graduate and Professional Studies, Letterpress highlights current students and alumni. The strategy is to use real program participants and graduates to showcase what makes each program stand out from competitors. In addition to writing graduate spotlight blog articles and including quotes and faces of students in printed collateral, Letterpress highlights student stories through videography. Typically, alumni (and students in some cases) are interviewed onsite at their workplace to show how they've been able to apply their degree and advance their career. The student is interviewed and b-roll footage is captured to show the student in action and interacting in their workplace. These videos are added to the web pages for individual graduate programs as well as shared out on social media. Videos are also shared at recruitment opportunities and information sessions and can be linked in the prospective student email campaigns.

Letterpress Communications provides community outreach support and public relations services to the Longwood Small Business Development Center. The Longwood SBDC provides education, consulting and economic research to support potential and existing small business owners throughout Southern Virginia. Their goal is to help potential and existing small business owners start, analyze and grow their businesses. As a part of our work with Longwood SBDC, we create videos highlighting small businesses that have utilized Longwood SBDC's services. We interview the business owner and capture b-roll footage of their small business in action to showcase the partnership between Longwood SBDC and small businesses throughout their service area.

Names, Qualifications, and Experience of Personnel

Letterpress Communications Personnel



Ilsa Loeser, Owner & Principal – director of creative development; strategic planning; director of design and development; organize and manage internal staff, including consultants, to ensure completion of deliverables. *Farmville, VA*



Lyndsie Blakely, Operations Manager & Account Executive – assists in organizing and managing internal staff, including consultants, to ensure completion of deliverables. Virginia Professional Communicators award winner for her work on two different communications campaigns. *Farmville, VA*



Krista Gargano, Graphic Designer – graphic design work, including designing logos, printed, and collateral, infographics, maps and other media. *Asheville, NC*



Xavier Harrison, Videographer – create storyboards, film projects, edit and mix video content, index b-roll, audio and video synchronization, and general quality control. *Farmville, VA*



Kristina Kerton-Eisele, Account Executive – assists in organizing and managing internal staff, including consultants, to ensure completion of deliverables; public relations specialist. *Staunton, VA*



Zachary Keys, Web Developer & Account Executive – website development from the ground up, including concept, navigation, layout and programming. *Danville, VA*



Michael Lay, Graphic Designer – art direction, writing, editing, and design including logos, printed and collateral, infographics, maps and other media. *Midlothian, VA*



Alyce Loeser, Writing Specialist – developing and writing content for websites and print media. *Farmville, VA*



Julia McCann, Director of Account Services and PR Specialist – assists in organizing and managing internal staff, including consultants, to ensure completion of deliverables; public relations specialist; writer. Virginia Professional Communicators award winner in Public Relations Reports for her work on the SVHEC Annual Report. *Farmville, VA*



Colin Werth, IT Specialist – website development from the ground up, including concept, navigation, layout and programming. *Hampden-Sydney, VA*

Please see resumes in Addendum - Resumes

Specific Plan (Methodology)

Explain your specific plans for providing the proposed services outlined in the Statement of Needs including: a. Your approach to providing the services described herein. b. What, when and how services will be performed.

AGILE METHODOLOGY:

Letterpress employs SCRUM or Agile project management methodology and Asana project management software to keep projects on time, to facilitate team member accountability and move projects forward. The word SCRUM is a rugby term referencing how the team moves the ball down the field together. When applied to marketing, the ball is the goal and the field is the project timeline. The specifics of SCRUM may adjust to project needs but it usually involves teamwork periods punctuated by moments to regroup and assess. Each work period is called a “sprint”. Sprint meetings are opportunities for project managers to remind the team of timelines and goals, provide encouragement and vision, and to remove roadblocks that are preventing team members from progressing in their work. There are also times set for “retrospectives” where the team identifies process improvements and activities that are slowing progress. This ensures the team constantly improves its processes and accelerates.

ACCOUNTABILITY:

Letterpress tracks all accomplished tasks each month and provides a “Done List” to the client. This outlines what individual projects and tasks have been completed to allow the client to view ongoing progress.

STRATEGY PROCESS

Letterpress abides by a four-phased strategy development process:

Situation Analysis

Letterpress will conduct an intake to understand the client’s initial goals and current state of affairs. This will be an opportunity to gather data and insights through intake discussions, review of existing marketing collateral, and learn what strategies have worked in the past, which haven’t, and uncover obstacles in the way of success. It is also an opportunity to research competitors with the goal of differentiating the client from others in their field.

Branding

Some clients already have a strong brand presence, but others aren't able to identify their visual identity (consistent company colors and fonts) nor quickly articulate what makes their organization unique. This includes gaining clarity on the particular audiences the organization sees as its primary clients or customers. As this is foundational to everything we do, we take the time to get clarity on the company's brand before moving forward.

Strategy

In this phase, we map out what we've learned in a way that is clear and easy to digest for the client. This might include a list of communication channels, a list of important dates or events, and customer personas. It will also include a list of the finalized goals and the strategies and tactics necessary to make progress on each goal. A marketing plan will include details regarding timing and ownership. We also include a key performance indicator (KPI) dashboard with baseline measurements so success can be evaluated after performing the activities detailed in the marketing plan.

Implementation

This phase follows our implementation development process detailed below.

IMPLEMENTATION PROCESS

Letterpress abides by a four-phased implementation development process:

Administration and Planning

Letterpress will conduct an initial planning meeting with the client to review research results and to garner helpful background information and insight. Letterpress will conduct a project inventory assessment to assess the current webpages, social media platforms, other stakeholder communication channels and overall messaging. Planning phases may include client/stakeholder surveys, search engine optimization research/planning and creation of navigation plans, sitemaps or databases. Letterpress will produce, if needed, a Project Inventory Form, outlining content which needs to be provided by the client.

Design/Creative

Based on the planning phase, Letterpress will engage the creative team to propose initial designs for client review before building out the entire project.

Constructive/Implementation

After initial comprehensive plans are approved, Letterpress will develop the full project. The client may make two to four rounds (depending on scope of work) of changes prior to launch/publication/final version. The client must sign off on any work submitted for publication digitally or otherwise.

Training/Review

Letterpress specializes in providing staff training and implementation guidance and recommendations. We don't just hand over the keys to shiny new videos and

disappear. We will spend time training your team on how to best utilize the videos for greatest impact across multiple channels.

We believe strongly in an iterative process. Whenever possible, before large projects, Letterpress engages in small scale activities to gauge success before launch of a full initiative. Key performance indicator (KPI) dashboards and ROI are calculated for all completed communications activities.

Creative Samples

Provide samples for all sections of the Statement of Needs for which you are submitting a proposal.

A - CREATIVE DESIGN

1. SVHEC Annual Report:
<https://drive.google.com/file/d/1CBOb8z7rpTpdv4D4oBw-f4mjuVPMhfhY/view>
2. GO Virginia Region 3, Infographic
<https://govirginia3.org/wp-content/uploads/2018/09/GOVirginiaRegion3-Infographic.pdf>
3. Green Front Furniture Ad Design:
https://letterpresscommunications.com/wp-content/uploads/2018/08/AugLifestyle_LuxeRework.jpg

B - WEB DESIGN AND PRODUCTION

1. Virginia Children's Book Festival website: <https://vachildrensbookfestival.org/>
2. GO Virginia Region 3 website: <https://govirginia3.org/>
3. Heritage United Methodist Church website: <https://www.humclynchburg.org/>

C - COPYWRITING, PROOFREADING, AND COPYEDITING

1. Longwood University SBDC Success Stories: (2015-present)
<https://sbdc-longwood.com/category/testimonials/>
2. Green Front Furniture blog posts: <https://www.greenfront.com/blog/>
3. Virginia's Growth Alliance: Mecklenburg High School:
<http://www.vagrowth.com/news/blog/entry/entrepreneurship-for-everyone-mecklenburg-students-learn-what-it-takes-to-start-a-business>

D - VIDEOGRAPHY AND MOTION GRAPHICS/ANIMATION

1. Longwood University College of Graduate and Professional Studies, Health and Physical Education Graduate Program recruitment video:
<https://youtu.be/P0YSI3xVLs0>
2. Green Front Furniture Behind the Scenes:
<https://youtu.be/A0ARIY0NUWQ>
3. Downtown South Boston, Community Business Launch:
<https://youtu.be/WZRvpZC0j6s>

For additional Creative Samples please see the Letterpress

Communications portfolio: <https://letterpresscommunications.com/portfolio/>

References for Letterpress Communications

No fewer than three (3) that demonstrates the Offeror's qualifications, preferably from other comparable higher education institutions your company is/has provided services with and that are similar in size and scope to that which has been described herein. Include a contact name, contact title, phone number, and email for each reference and indicate the length of service

Dr. Betty Adams
Executive Director
Southern Virginia Higher Education Center
820 Bruce Street
South Boston, VA 24592
434-572-5551
bettyadams@svhec.org
Length of Service with Letterpress: Since August 2018

Dr. Jeannine Perry
Dean, College of Graduate & Professional Studies
Longwood University
201 High Street
Farmville, VA 23901
434-395-2069
perryjr@longwood.edu
Length of Service with Letterpress: Since April 2017

Mrs. Sheri McGuire
Associate Vice President for Community and Economic Development
Longwood University Small Business Development Center
315 West Third Street
Farmville, VA 23901
434-395-2360
mcguiresr@longwood.edu
Length of Service with Letterpress: Since May 2015

Proposed Pricing/Hourly Rates

Provide hourly rates for any services proposed. Rates shall include all overhead costs.

Zone 1 Pricing

	Hourly Rate w/ Retainer	Full Hourly Rate
Strategic Planning & Branding, Media Planning, Negotiation, Buying	135	150
Implementation: Graphic Design, Copywriting, Social Media and Website Content Management & Coordination (Social media, email newsletters, etc.)	120	135
Video and Photography Production	125 hour for shoot 115 hour for editing	140 hour for shoot 130 hour for editing

**Retainer must be at least \$50,000 a year.*

Direct Costs:

Direct costs are not included in the labor fee and will be billed separately. Direct costs include, but are not limited to: ad campaigns, stock photography, travel costs, etc. Estimates for all direct costs will be provided for review by Client for approval.

Mileage:

- Client partnership is critical to successful marketing. For this reason, one monthly onsite meeting is included for retainer contracts greater than \$50,000 a year. Additional travel costs and mileage will be billed at cost and the current IRS mileage reimbursement rate. Estimates for all travel costs will be provided for review by Client for approval.

Ad Spend:

- If Letterpress purchases ad placement for a retainer client, a 15% fee is billed.

Addendum A - Resumes

ILSA LOESER

708 First Avenue, Farmville, VA 23966 | 434-414-5206 | ilsa@letterpresscommunications.com

EDUCATION

Lead Virginia Class of 2019	2019
Longwood University, Farmville, VA B.A. in English <i>Summa Cum Laude</i> Minor: Philosophy <i>Lambda Iota Tau</i> , a national English honors society, requiring members have a 3.0 GPA in the major	2012
Saddleback Community College, Mission Viejo, CA A.A. Magna Cum Laude Concentration: English Literature	2009

EXPERIENCE

Longwood Small Business Development Center, Farmville, VA Consultant Provide marketing insights to small businesses in a 20 county region; assist with economic initiatives such as merchant groups and communications campaigns for individual Virginia Main Street programs in the region.	2017 — Present
Letterpress Communications, Farmville, VA Principal Operate a boutique communications firm providing public relations and communications services to clients throughout the region and state. Manage a team of 18 employees and subcontractors on projects ranging from website design and development, to Annual Reports, to serving as the Town of Farmville's Media Liaison during the 2016 Vice Presidential Debate.	2015 — Present
The Farmville Herald, Farmville, VA Reporter Write three to five articles a week for a biweekly paper with a circulation of 7,000; attend and report on local government and public school meetings in Cumberland County; seek out and write three or four community interest stories a month; gather, edit and format inside-paper contributions by community organizations; write a monthly column; manage social media content for paper, increasing Facebook reach by 600% over one-year period	2012 — 2015



Lyndsie Blakely

Work Experience

Operations Manager

Letterpress Communications | October 2018 - Present

- Manages company billing, invoicing and payroll
- Oversees company human resource functions
- Manages business development including proposal and client contract development

Account Executive

Letterpress Communications | August 2016 - Present

- Manages client relations
- Plans, oversees and evaluates the execution of strategic communication and marketing plans to ensure client goals are met
- Serves as creative director for design projects

Minister

Farmville United Methodist Church | August 2010 - Present

- Oversees all ministries of faith development for congregation
- Develops and leads middle and high school student ministries
- Preaches for both Sunday morning and Sunday evening worship services

Academic History

Duke University Divinity School

Masters of Divinity

2007-2010

Virginia Wesleyan College

Bachelor of Arts

2003-2007

Mobile:

804-398-8956

Email:

Lyndsie@
letterpresscommunications.com



KRISTA GARGANO

Graphic Designer

garganocreative.com
914.806.3385
kdgargano@gmail.com
Asheville, North Carolina

EXPERIENCE

Letterpress Communications / Graphic Designer (Farmville, VA / 2018 - present)

Freelance graphic design support for local and regional businesses with a focus in branding, social media, online and print deliverables, web and email graphics, presentations and templates for general use.

Clients: *Longwood University, GO Virginia, Greenfront Furniture, Halifax IDA, SVHEC, SBDC, Blair Construction, Cumberland County High School, Moton Museum, STEPS, and The Woodland Inc.*

Blue Ridge Motorcycling Magazine / Art Director (Asheville, NC / December 2013 - July 2019)

Responsible for executing overall layout of quarterly magazine. Assisting the Advertising Director and Editor in advertising and social media posts when necessary.

The Goss Agency / Graphic Designer/Production (Asheville, NC / September 2016 - March 2019)

Part-time, in-house freelance support working closely with CEO/Creative Director and Account Managers to thoroughly create and execute marketing materials specializing in cultural tourism, consumer retail, and b2b marketing; TV/radio, social media/digital advertising campaigns, annual catalogs, direct mail, annual reports, brochures, packaging.

i play., Inc. / Packaging Designer + Illustrator (Asheville, NC / November 2011 - August 2013)

Responsible for packaging design and updates for two award-winning product brands— **i play.**® and **green sprouts**®—with a focus on excellence, detail, and speed in a fast-paced, high-production work environment. Work closely with product development to help develop new concepts, design product motifs and graphics, create photo mock-ups, and provide detailed art instructions to manufacturers and printers. Create print-ready layouts consistent with company brand standards for annual catalogs. Create sales and marketing materials including presentations, digital planograms and counter-top displays, media kits, print/digital ads, coupons, email campaigns, brochures, press releases, and organize lifestyle photos and photoshoots for promo materials.

JHM Hotels / Graphic Design Coordinator (Greenville, SC / October 2010 - November 2011)

Design and production of marketing, sales and advertising materials for JHM's 50 corporate brand hotels. Assisting the E-Commerce Manager, Corporate Director of Integrated Services, Marketing Manager, Revenue and Sales Managers in special projects when necessary.

AWARDS & ACCOMPLISHMENTS

GDUSA Packaging Design Award Winner / 2017

2017 *Graphic Design USA* Award winner for **ADORAtHERAPY's** Mini Clarity Chakra Boost™ and 100ml Abundance Room Boost™ spray

Target® Corporation / 2013

- Private labelling of various baby care packaging for Target's generic brand, **up&up**™
- Various swim print designs for baby & toddler brand, **Circo**™

EDUCATION

Coastal Carolina University / B.A. in Graphic Design (Conway, SC / 2006 - 2010)

*AIGA member; *Tempo Magazine*

State University of New York at Delhi / Liberal Arts (Delhi, NY / 2005 - 2006)

Xavier Harrison

xavierharrison@icloud.com | 434.607.7390

Experience

LIVE VIDEO OPERATOR | VERIZON DIGITAL MEDIA SERVICES JUNE 2018–PRESENT

- Executed and monitored streaming of ESPN, ACC, SEC, Fox Sports and International events.
- Conducted pre-event continuity tests to check audio-video synchronization and closed captioning presence from the source venue.
- Supported the production process by effectively coordinating with the on-site Assistant Director on when to start and end live streams and when to insert commercial breaks.
- Verified assets were successfully published to domestic and international players.

MULTIPLATFORM PROGRAMMING COORDINATOR | NATIONAL GEOGRAPHIC JULY 2019–DEC 2019

- Collected and entered metadata for National Geographic Channel and National Geographic WILD to ensure programming appeared as expected.
- Assisted with quality control checks across VOD platforms by making sure programs had the correct artwork, descriptions, titles, and season numbers.
- Corresponded with internal and external partners to communicate upcoming Multiplatform Programming schedules for TVE/VOD, Hulu, and Home Entertainment.
- Gathered and validated metadata related to the launch of Disney+.

VIDEO COORDINATOR | THE 3:20 SCHOLARSHIP NOV. 2017–PRESENT

- Created a storyboard for upcoming video projects.
- Filmed video projects using a mirrorless camera and shotgun microphone.
- Edited footage and audio using Final Cut Pro X.
- Selected background music, color-corrected footage, and indexed b-roll for future use.

ADVANCED BROADCAST STUDIO INTERN | LONGWOOD UNIVERSITY JAN. 2016–MAY 2016

- Facilitated the production of multiple video projects for the Department of Communication Studies.
- Guided efforts in pre-show planning and was responsible for editing audio and video footage, operating studio equipment, incorporating a variety of digital video effects, and video conversion.
- Taught clients how to utilize camera equipment, teleprompters, lights, and switchboards.
- Trained clients on Chroma key compositing, non-linear editing with Final Cut Pro X, and how to capture audio using studio equipment.

PUBLIC RELATIONS CHAIRMAN/ITC | LONGWOOD UNIVERSITY JAN. 2014–JUN. 2016

- Created high-quality promotional videos and interactive social media posts as the PR Chairman.
- Partnered with the in-house graphic designer to redesign digital and printed collateral.
- Developed a strategic social media plan each semester to increase social media presence and user engagement.
- Coordinated all public relations activities, including on-campus promotional events.

Education

BACHELOR OF ARTS | LONGWOOD UNIVERSITY MAY 2016

- Communication Studies with a Concentration in Mass Media

KRISTINA KERTON-EISELE

243 Sycamore St, Staunton, VA 24401

571-393-9789

kristina.eisele1@gmail.com

SUMMARY

Independent, self-motivated consultant with a MA in Strategic Communication and experience working for a wide range of nonprofits, government organizations, and corporate clients. Knowledge of strategic communication, media relations, public relations, social media, corporate communication, and marketing campaigns. Excellent research, writing, and editing skills.

PROFESSIONAL EXPERIENCE

LETTERPRESS COMMUNICATIONS, Farmville, VA

Account Executive, Jan 2019 – present

- Manages client relations
- Plans, oversees and evaluates the execution of strategic communication and marketing plans to ensure client goals are met
- Serves as creative director for design projects

SILVERBEE LLC, Arlington, VA; WEINTRAUB COMMUNICATIONS, Washington, DC

Communications Consultant; Account Manager for Silverbee, Jan 2015 – Dec 2018

- Managed local and national PR accounts for a variety of clients securing press coverage in regional media and national publications
- Created and implemented strategic communication plans that positively promote client's brand and achieve communication and business goals
- Researched, wrote and edited content for internal and external communication channels that lead to increased engagement with target audiences

THE GEORGE WASHINGTON UNIVERSITY, Washington, D.C.

Elementary Spanish Coordinator and Lecturer, Aug 2013 – Dec 2014

- Coordinated two instructors, five courses and 92 students developing all course documents and program materials
- Evaluated program curriculum based on previous semester reviews; implemented changes leading to an 8% increase of course approval ratings by students

Spanish Lecturer, Aug 2012 – June 2013

- Achieved high evaluation rates from students by successfully implementing the department's language program
- Instructed basic and intermediate level classes overseeing the work of 89 students

GERMAN-AMERICAN HERITAGE MUSEUM, Washington, D.C., Jan – Dec 2012

Research and Project Assistant

- Developed 11 panels for the exhibit “The Civil War Seen through the Eyes of German American Caricaturists” sponsored by the German Embassy; researched, wrote and edited panel text

EDUCATION

MA, Strategic Communication, American University, Washington, DC, 2018

MA, Teaching, University of Heidelberg, Heidelberg, Germany, 2010

BA, Secondary Education: German, History and Spanish, University of Heidelberg, Heidelberg, Germany 2007

Certificate, The Basic Principles and Concepts of Teaching the German Language, Ludwig Maximilian University, Munich, Germany 2011

Zachary Keys

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Danville, VA 24541
(434) 421-2873
zacharywkeys@gmail.com

SKILLS

I am skilled in management, problem-solving, customer service, and communication. I am also skilled in content creation, online marketing, website design and search engine optimization.

EXPERIENCE

Danville Golf Club, Danville, VA - *Proshop Assistant*

June 2017 - May 2019

- I help run the pro shop, set up tee times, manage the range, pick up golf balls, wash golf carts and assist golf club members.

Self-Published Book Author, Danville, VA

October 2018

- I wrote and published a 197 page book named "Idea to Icon." The book contains research from marketing studies and it is a guide for business owners looking to grow their brand.

Business Cannon LLC, Danville, VA - *President*

February 2017 - Present

- I created and currently run an online marketing company that works with over 75 different businesses in Virginia and North Carolina. I manage employees, search for clients, build websites, manage marketing campaigns, manage the business' finances, and much more.

Virginia Ducks Unlimited, Richmond, VA - *Marketing Volunteer*

December 2019 - Present

- I work with other Ducks Unlimited volunteers in Virginia on a marketing committee that manages the social media accounts for Virginia Ducks Unlimited and all of the local Ducks Unlimited chapters in Virginia.

Letterpress Communications, Farmville, VA - *Contractor*

March 2020 - Present

- I worked on redesigning the websites for BMB Steel and the Virginia Children's Book Festival. I also completed Letterpress Communications' Project Manager training, and I am currently managing a website redesign project for Crema & Vine.

EDUCATION

Hampden-Sydney College, Farmville, VA - *Business & Economics Major - German Minor*

August 2019 - Present

I am currently a sophomore at Hampden-Sydney College. I am involved in the Wilson Leadership Fellows Program, Chi Phi fraternity, Ducks Unlimited club, Entrepreneurship club, Phi Beta Lambda / Pre-Business Fraternity, Club Golf and College Republicans.

MLAY DESIGN

Principal: Michael Lay

13355 Diamond Ridge Drive, Midlothian, Virginia 23112

252.216.6028 | mike@mlaydesign.com | www.mlaydesign.com

ART DIRECTION / DESIGN / WRITING / EDITING

- Creative direction, design and production for projects from publications to advertising, logos and branding, e-newsletters, websites, digital assets, posters, signage and marketing collateral
- Writing and editing for print and digital, e-newsletters and advertising copy
- Illustrations, photography, maps, infographics and other graphic elements; photograph retouching/restoration
- Significant experience providing creative for tourism, education, retirement/assisted living, non-profit markets
- **Letterpress projects:** Green Front Furniture & Green Front Furniture NOVA, GO Virginia Region 3, Virginia SBDC, Southern Virginia Higher Education Center (SVHEC), The Woodland, Virginia Children's Book Festival

PREVIOUS EXPERIENCE

Creative Director | Richmond Navigator Media/Advertising Concepts, Inc., Midlothian, VA

- Managed the design and production of four magazines and four direct mail broadsheet shopper publications
- Redesigned all magazines from folios to nameplates/logotypes; completed company re-branding
- Managed and provided creative direction for in-house advertising production service
- Provided design and branding oversight for content management system website; created digital graphics and ads

Senior Designer/Writer | OneBoat Publishing, Manteo, NC

- Crafted feature article layouts; designed print advertising and digital advertising; created digital assets, maps and other infographics for *OuterBanksThisWeek.com Magazine*, six destination-specific tourism publications, *EAT • SHOP • PLAY* magazine and *In The Park* (an annual National Park Service visitor guide)
- Developed typography specifications and overall design styles/standards; developed advertising specifications
- Designed prototypes for responsive websites/CMS; created digital ads, banners, icons and social media graphics
- Wrote long form articles, marketing/advertising copy, blogs; provided editing back-up to publisher/editor
- Other projects: media kits, capability brochures, identity/branding, sales/marketing collateral; provided concept, design; editorial/advertising photography; logo design

Art Director/Designer/Writer | Michael Lay Design Co., Manteo, NC

- Designed publications from annual reports to tourism magazines, newsletters, brochures, catalogs and books
- Other services: logos/branding, posters, advertising and marketing campaigns, signage, t-shirts, websites/digital assets, illustrations, photography, maps and more; writing/editing for print/online content, advertising copy

Publications Manager/Art Director | American Social Health Association, Research Triangle Park, NC

- Managed the creative process and branding of revenue-generating health education publications, catalogs, conference graphics, presentation materials, and marketing and corporate materials; implemented a consistent branding system; dramatically improved the quality and profitability of all products
- Created families of demographically-based publications (Spanish language, African-American, LGBT, women/men) in collaboration with an editor, marketing partners and executive management

Alyce C. Loeser | Farmville, VA 23901 | 434.390.4351 | alyce.loeser@gmail.com |

Professional Profile

I am an effective communicator and an experienced writer with the ability to successfully manage multiple projects with energy and creativity. My ability to engagingly market content in a dynamic, appealing way is what sets me apart. Years of customer relations experience make me an excellent and versatile team member, highly responsive to feedback, and motivated to achieve a superb finished project. I am seeking a position where my writing, organizational and administrative skills, as well as my creative instincts, will flourish and grow.

Employment History

LETTERPRESS COMMUNICATIONS: Farmville, Virginia

2015-present

Lead writer, Editor & Project Manager

- Lead Writer, VA SBDC Impact Stories 2019, 2020
- Writer and content creation, Green Front Furniture
- Writer and content creation, Visit Farmville
- Project manager, Green Front Furniture
- Project manager, Visit Farmville,
- Project manager, Hotel Weyanoke
- Project manager, Treasurers Association of Virginia Press Release Project
- Assistant Project manager, The Woodland
- Website project manager, Family of Hands
- Creative Director, SBDC and Letterpress video content and shoots
- craft a variety of diverse content, including press releases, blog posts, human interest pieces and website content
- collaborate with and produce engaging content for diverse clients, including small businesses, nonprofit organizations & local government entities, working to synthesize feedback to fully satisfy the clients' specific needs
- balance multiple projects & clients due to excellent organizational skills, energy and self-motivation
- cultivate collaborative relationships with fellow consultants to achieve multiple deadlines in short time frames in a high-pressure environment using scheduling software such as Asana as well as other methods

VENTURE SPECIALITY INSURANCE (Hilb Group): Commercial Lines Account Manager

Henrico, Virginia 2018- 2019

- work in a fast-paced and high pressured environment to make appropriate coverage changes; informed and educated customers about coverages, exclusions, exposures, and audits; documented electronic files accordingly
- responsible for preparing quotations, coverage summaries/comparisons, proposals, and making the recommendations needed to ensure customers/prospects understanding of coverages.
- work on the renewal of house accounts, including binding coverage, checking for accuracy, agency invoicing, review and ordered renewals according to agency procedures
- renew and remark accounts as needed in conjunction with Producer(s) and agency standards
- provided exceptional customer service to an assigned book of commercial accounts
- proficient in Epic, Adobe, Excel

IRBY INSURANCE AGENCY: Blackstone, Virginia

2011-2018

Licensed Insurance Agent & Office Manager

- provide direct support to CEO while working independently to manage all office functions

Alyce C. Loeser | Farmville, VA 23901 | 434.390.4351 | alyce.loeser@gmail.com |

- cultivate relationships with a diverse range of clients to fully meet their property and casualty insurance needs
- creatively solve various client concerns and issues while providing excellent customer service
- manage and adapt to multiple office-related deadlines and tasks in an effective and efficient manner

GANTT INSURANCE AGENCY: Crewe, Virginia

2009-2011

Licensed Insurance Agent & Customer Service Representative

- cultivate relationships with a diverse range of clients to fully meet their property and casualty insurance needs
 - creatively solve various client concerns and issues while providing excellent customer service
 - manage and adapt to multiple office-related deadlines and tasks in an effective and efficient manner
-

Education

BLUEFIELD COLLEGE: Bluefield, Virginia

2006-2008

Bachelor of Arts in English (Writing Concentration), graduated magna cum laude

Academic Achievement Award in English & Member of Alpha Chi Honor Society & Sigma Tau English Honor Society

SOUTHSIDE VIRGINIA COMMUNITY COLLEGE: Keysville, Virginia

2004-2006

Liberal Arts Studies (2 years), Member of Phi Theta Kappa Honor Society



Julia McCann

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T: 401.465.3089 E: mccann.julia@gmail.com

Skills

Project and team management, marketing consulting and strategy, branding, copywriting, social media content creation, strategic messaging, garnering media coverage, competitive analysis, secondary research, media training, basic graphic design

Experience

Director of Account Services
Account Executive
Letterpress Communications

October 2020-Present
July 2017- September 2020

Managing 15k/month of marketing retainers and billable work while also overseeing a team of employees and contractors. Special quarterly projects as part of company leadership team. Highlights include helping a university's graduate and professional studies department set up sustainable marketing strategies and processes, advising a retirement community on its communication during pandemic, creating a resource website for those in need during pandemic, guiding a social services organization through a rebranding process and helping a paddlesports reseller to tell its story through videography.

Public Relations Consultant
Consultant to WordPop Public Relations

January 2015-Present

Copywriting, media relations, social media content creation, award applications and competitive analysis for clients in real estate, healthcare, startup acceleration and insurance.

Marketing + PR Strategist
thinkPARALLAX (a creative agency)

June 2014-December 2014

Responsible for supporting client work for Fortune 500 companies including Qualcomm and Sempra Energy. Over six-month span, earned coverage in top-tier publications including Fast Company, AdWeek and The Huffington Post; won the company four awards and nearly tripled the company's Facebook following.

Associate Manager of Corporate Communication
Hasbro, Inc.

June 2012-April 2014

Collaborated cross-functionally to develop creative and strategic content for corporate social responsibility (CSR) communication, employee communication, and brand publicity.



Marketing Director
Team Chodorow, Prudential California Realty September 2009-May 2011
Marketing + PR Specialist
Residential Properties Ltd. (Rhode Island's largest real estate company) May 2006-August 2009

Established and maintained relationships with key media; authored press releases and pitched stories resulting in consistent coverage in trade, business and local press. Presented marketing updates in front of groups of 150 employees.

Education Boston University College of Communication January 2013
Master of Science in Public Relations, 3.83 GPA

University of New Hampshire May 2005
Bachelor of Arts in English, 3.69 GPA, phi beta kappa

Awards and Qualifications Rotarian of the Year, 2019
Farmville Area Chamber of Commerce Leadership Farmville program graduate, 2019
First Place Winner in Virginia Professional Communicators Communications Contest and Third Place in National Federation of Press Women Contest, 2018
New Rotarian of the Year, 2018
2018 Speaker at Leadership Farmville Youth Summit on topic of "Your Digital Footprint"

Colin Werth

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IT Specialist at Letterpress Communications

- Business professional with a strong academic background in IT combined with excellent personal experience.
- Consistently recognized for technical troubleshooting skills used to rapidly and cost-effectively resolve challenging technical issues.
- Quickly learn and master new technology; equally successful in both team and self-directed settings; and proficient in a range of computer systems, languages, tools and testing methodologies.

Education

Southside Virginia Community College – Keysville, VA, graduated 05/16/15

Associate of Applied Science in Information Systems Technology • GPA: 4.0/4.0

- Member of Phi Theta Kappa Honor Society
- Elected to Who's Who Among Students in American Universities & Colleges

Technology Summary

Certifications : Microsoft Office Specialist official certifications for Microsoft Office Word 2010 and 2013, PowerPoint 2010 and 2013, Excel 2010, Outlook 2010, Word 2010 Expert, and Excel 2010 and 2013 Expert

- Microsoft Office Specialist Master for Microsoft Office 2010 and 2013

Adobe Certified Associate official certification for Adobe Dreamweaver CS6

Microsoft Technology Associate official certification for Security Fundamentals

Virginia Career Readiness Certificate – Gold Level

Systems: Windows XP/Vista/7/8/8.1, iOS, Android

Languages: HTML, CSS, C++, Java

Software: Microsoft Office Word/PowerPoint/Excel/Outlook, Adobe Dreamweaver, Sage 50 Accounting 2015

Hardware: PC Repair, Networking

Other: Network Security, Internet Technologies

IT Experience

Personal Experience (2008-Present)

Providing help for family members and friends with computer support for hardware and software issues.

- Installation and updating of software, drivers, and operating systems
- Virus, malware, and spyware removal
- Installation and management of wireless networks
- Organization, backup, and transfer of files and applications
- Burning of CDs and DVDs
- Video and audio editing
- File format conversion
- Use of social media including Facebook, YouTube, Google+, and WordPress

Work Experience (2015-Present)

IT Specialist - Letterpress Communications (September 2015-Present)

I am the main staff member providing assistance with creating, editing and updating blogs/websites for various clients in addition to help with various administrative duties.

- Web design
- Photo editing
- Data organization
- Website and software troubleshooting
- E-mail correspondence and reminders
- E-mail list management and automation
- Search Engine Optimization (SEO)