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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.

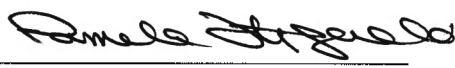
Name and Address of Firm:

Legal Name: The Irvy Group, Ltd.

Date: 11/18/2020

DBA: _____

Address: 1001 E. Market Street, Ste 202
Charlottesville, VA 22902

By: 
Signature

FEI/FIN No. 54-1718491

Name: Pam Fitzgerald

Fax No. 434/979-8433

Title: Managing Director

Email: pfitzgerald@irvygroup.com

Telephone No. _____

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

SWaM Certification Number: 662 737

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PROPOSAL FOR CREATIVE & MARKETING SERVICES

George Mason University

RFP #GMU-16921-21



Contact

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Ms. Erin Rauch
Assistant Director
Purchasing Department
George Mason University
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December 8, 2020

Dear Ms. Rauch:

Thank you for this opportunity to present our credentials and this proposal for creative, marketing, and related communications services to George Mason University ("Mason" or "University"). We are pleased to have the chance not only to advance the University's mission and market presence but also to become VASCUPP-certified. Cooperative procurement levels the field for small companies such as ours, particularly during these challenging times.

Our proposal offers as-needed services for: [A] Creative design, [B] Web Design and Production, [C] Copywriting, Proofreading and Copyediting, and [D] Videography and Motion Graphics / Animation.

Over the course of our 30-year history, The Ivy Group has served a variety of institutions of higher education, municipalities, and public services as well as organizations in the private sector with planning, creative, advertising, content and web-based projects and campaigns. The American Marketing Association, American Heart Association, and American Library Association have honored us with awards in recognition of the quality and effectiveness of campaigns we have created for clients as diverse as the Borough of Brooklyn and the Children's Hospital of Philadelphia.

Success is all about teams working together toward a defined goal: when you ask our clients what they most appreciate about us, they say something like, "Ivy is with us every step of the way." This "embedded" approach streamlines projects and ensures transparency and accountability. We recommit our talents to the service of George Mason University and appreciate your consideration.

With best regards,



Pam Fitzgerald
Managing Director

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QUALIFICATIONS AND EXPERIENCE (XII.B.2.)

About The Ivy Group, Ltd.

Founded in 1989, The Ivy Group is a full-service marketing firm based in Charlottesville, VA. The firm was incorporated in Virginia in 1994. A small business with 100% female ownership, The Ivy Group is certified as a **SWaM vendor (#662737)** by the Commonwealth of Virginia.

The Ivy Group is committed to advancing the brands of mission-driven organizations.

Commitments

To Our Clients

We promise quality service, stellar execution, and sound program management. The people you meet during our presentations and negotiations are the people with whom you will continue to meet and work.

To High Standards of Professionalism

We believe in the principle of lifelong on-the-job learning. As members of a variety of professional marketing organizations, we both attend and present at conferences. We believe that shared knowledge of best practices builds capacity to improve the quality of our work product and our service to customers.

To Staff

The Ivy Group provides the full range of benefits to team members. We are committed to the long-term well-being, health, safety, and welfare of those who are its heart and soul. The result is low turnover, high morale, and close working relationships that ensure our clients receive excellent service and immediate attention to their needs and priorities.

To Community

Ivy Group is committed to guiding strategic vision and developing original creative to support organizations in building thriving and healthier communities. Since our founding, The Ivy Group has collaborated with a variety of not-for-profits to develop strategies, branding and marketing programs, and outreach initiatives that address social and educational challenges.

In-house Capabilities



Research

Asking the right questions to “connect the dots” with focus groups, one-on-one executive interviews, online and telephone surveys, market segmentation and lifestyle insights, peer benchmarking, and environmental analysis.



Strategic and Marketing Planning

Ambitious thinking and focused preparation with content calendars, creative ideation, and campaign mapping.



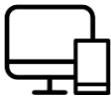
Branding and Brand Management

Capturing an organization’s essence through resonant imagery and language that build trust, connectivity, and cohesion to fulfill mission.



Creative Services

The firepower that brings brand strategy to life—graphic design, illustration, copywriting, multimedia, musical beds, email marketing, etc.



Website Development & Maintenance

Interactive platforms that inform, convince, motivate, and transact with accessible and responsive layouts, advanced programming, and secure hosting.



Advertising + Multi-media

Converting assets into multimedia campaigns and communications from public relations to social to earned and paid media.



Content Development + Social Media

Direct engagement with audiences—and connecting with new ones—through authentic, entertaining, and relevant content.

Why Ivy?

- Stellar creative: no off-the-shelf, generic products
- Content, design, and productions are customized and targeted
- The people you meet are the people with whom you will work
- Versatile, full-service, in-house capabilities using advanced workflow technologies that provide accurate and detailed reporting
- A culture of collaboration, quality, and integrity
- Many, many very satisfied clients

Experience Providing Similar Services (XII.B.2.a.)

Samples for each project are provided in the Creative Samples section.

Creative Design Experience

We have provided research, strategy, branding, graphics standards and style manuals, creative concepts, art direction, design, illustration, photo and video shoots, digital photo correction and editing, and production services for many of our clients.



Central Virginia Community College

Rather than itemize and promote individual programs, courses, etc., we concentrate on the very tangible benefits of CVCC with “Get Real”, a campaign theme which is tailored to specific market segments, e.g. “Real credits, real advantages” to promote dual enrollment.

Services: Strategy, market segmentation, marketing plan, micro-messaging, creative strategy, creative concepts, graphic design and production, media planning



Chiles Family Orchards

We’ve been leveraging the collective impact of three distinct orchards as a “family of orchards” since 2014 to promote the family-owned business’s agri-tourism profile to local community and tourists. The marketing program evolves with the seasons, often pivoting mid-season to accommodate the hand Mother Nature has dealt. We respect the best-laid plans while embracing opportunities and challenges as they arise.

Services: Market segmentation, communications planning, branding, collateral and stationery suite design, packaging design, multimedia production, advertising, website development, content creation



Global Alliance

We first worked with Global Alliance for Behavioral Health & Social Justice on a 2016 rebranding project to raise the organization's profile and revitalize its membership base. Since then, we've provided planning, design, social media, and email marketing services for their biennial Coming Together for Action conference (2018 and 2020), which brings together hundreds of interdisciplinary professionals across the globe and raises awareness with thousands more. The nonprofit saw 17.4% growth in membership while promoting the 2020 virtual conference.

Services: Branding, collateral and stationery suite design, multimedia production, email marketing, social media management and advertising, website content support



Market Central

Market Central contracted with Ivy Group to brand the Farm Tour in its second year. The result: "Meet Yer Eats"! After developing the tour's logo, tagline, and color palette and establishing its signature font and illustrations, we designed and produced rack cards, programs, posters, road signs, and tickets for the annual Labor Day event. A successful partnership resulted in our promoting Market Central's Farm Tour the next year, which involved adding promotional items and QR codes to the marketing strategy.

Services: Collateral design



Pennsylvania Department of Education: HSLC / POWER Library

In addition to providing web design and development services for the POWER Library portal, Ivy Group collaborated with fine artist Gail McIntosh for a sketch of Ben Franklin for powerlibrary.org and with professional illustrator Scott Dubar for a series of kid-friendly images for kids.powerlibrary.org.

Services: Branding, website design, production, technical support



Pioneer Bank

Having served Central Virginia communities for 111 years, Pioneer Bank was looking to expand its customer base with engaging messaging and imagery and a more effective digital footprint. We began by conducting a market analysis of the Bank's competitive set and assessing its marketing assets. A marketing "brief" recommended an authentic brand voice and key messages which differentiated the Bank from its competitive set. Audits of the Bank's website—including SEO, ADA compliance, and content—guided developers as they reorganized and redesigned the templated site. Content was rewritten, and the presentation of Bank services were clarified and streamlined. We trained internal staff on best practices for social media management and developed an editorial calendar. Ongoing management of the Bank's marketing program included media buying, print and digital advertising design.

Services: Marketing plan, collateral design, media planning and management, content creation, social media



University of Virginia Medical Center

For UVA Health's talent acquisition team, we made the recruiters' job easier by negotiating media, producing ads and multimedia, managing social media, and providing logistical support—all at a brisk pace and tracked precisely—to reach the most qualified candidates.

Services: Recruitment research, planning, branding, design, marketing, multi-media, advertising



University of Virginia Darden School of Business

The Tayloe Murphy Resilience Awards were developed to recognize and reward successful businesses in Virginia communities that had faced economic hardship. To reach those eligible businesses, we built a micro-marketing and promotion infrastructure that combined advertising, public relations, digital promotion, and media partnerships. Applications poured in and the program became a PR coup for the school. Between the Awards and our promotion of a groundbreaking report on "unbanked" Latino households, the Tayloe Murphy Center and its Executive Director, Greg Fairchild, became one of the top-cited subjects in Darden's overall media coverage. "Resilience" has since morphed into a national program that takes business students into prisons to teach entrepreneurialism and business basics.

Services: Branding, program planning and promotion, content creation, advertising and collateral design



UVA Health Emergency Department (ED)

The UVA ED and its volunteer group, Emergency Medicine Center for Education, Research, and Technology (EMCERT), contracted with us to conduct public campaigns around health and wellness and important actions to take in emergency situations prior to the arrival of emergency medical services. The multimedia program also celebrates “local heroes” who have saved lives with their prompt effective interventions. Campaigns to date have centered on heart health and opioids.

Services: Campaign development; multimedia production; content development; advertising and media management; social media management; website development, content, and maintenance.

Web Design and Production Experience

We have designed and built accessible sites, large and small, and of varying degrees of complexity since 1995.



Camp Friendship | campfriendship.com

Camp Friendship, a family-owned, international camp came to us with a new logo design which we developed into a full brand identity. From the website to banners to brochures, every piece we developed expresses the Camp’s authenticity, inclusiveness, and fun. Now, Camp Friendship’s communications “finally 100% represent who we are and what actually happens here”. “We had a high return rate off of last summer, but then way more new cold lead campers signing up...than we have ever seen. There’s no question in our minds that the website was a huge part of it.”

Services: Brand standards, website design, content creation, collateral design



Eastern Shore Community College | es.vccs.edu

We partnered with Eastern Shore Community College for website redesigns in 2009 and 2013 and continue to provide support and regular maintenance. In 2019, we consulted on site content and hierarchy and designed new page templates to communicate the College program offerings more effectively, particularly to non-traditional students.

Services: Website design, production, hosting, technical support



Piedmont Housing Alliance | piedmonthousingalliance.org

Inspired by Piedmont Housing Alliance's commitment to "Housing for All", we designed a new brandmark and website that embodies a spirit of optimism and an ongoing commitment to inclusivity and equity.

Services: Rebranding, website development, copywriting



Richmond Redevelopment and Housing Authority | rrha.com

Richmond Redevelopment & Housing Authority's new site was the first step in RRHA's efforts to develop a comprehensive marketing, communications, and media relations program. During the website overhaul, our team thoroughly edited content for readability, accessibility, and accuracy. We turned the organization's communications "inside out"—clarifying messages, simplifying processes, creating a print and digital platform, and putting on a user-friendly face to improve communications efforts with key audiences.

Services: Research and planning, website design and development, marketing planning, media management, content development, social media



Society of Public Health Educators | sophe.org

Initially, The Ivy Group was charged with developing a customized, mobile-responsive, content manageable site for Society for Public Health Education (SOPHE), a professional association promoting health education and supporting health educators. Subsequently, SOPHE's leadership came to consensus that the brand platform needed to be assessed to identify how best to stem membership attrition. Substantial primary research with current, prospective, and lapsed members and in-depth conversations with the Board accompanied a comprehensive review of all online and print communications and publications. While there was near-universal agreement that the organization's 70th anniversary would be an occasion to celebrate, the milestone underscored perceptions of an aging organization resting on past achievements. A rebrand is up next as the next step.

Services: website development and support, analytics reporting, focus groups, executive interviews, online membership survey, brand audit

Copywriting, Proofreading and Copyediting Experience

For all communications, we unbundle complex concepts into understandable, cogent text to engage your audience.



Cedar Rapids Public Library

An architecturally stunning library with a dynamic Director in a town fully recovered from a devastating flood, the Library put market segmentation to work to develop "areas of strategic focus" and ambitious plans to engage more City residents in the life of the Library. Ivy Group designed Cedar Rapids Public Library's strategic plan with informative, easy-to-read graphics, colorful photography, and highlights of the initiatives.

Services: Research, strategic planning, copywriting, collateral development



Central Virginia Partnership for Economic Development

Significant research with the regional business community provided compelling evidence that the Thomas Jefferson Partnership needed to be renamed and rebranded as the Central Virginia Partnership for Economic Development. Ivy Group facilitated the transition, including the new brand, brand standards guide, and full suite of collateral and presentation materials. The Partnership also turned to The Ivy Group to develop the strategic and marketing plan—based on extensive market segmentation research—for a talent recruitment campaign, "One good thing leads to another". Currently, we are working with CVPED on research to determine the feasibility of a regional investment in a Tier 4, shovel-ready site in Louisa County.

Services: Research, rebranding, graphic design and production, copywriting, content development



**DABNEY S. LANCASTER
COMMUNITY COLLEGE**

Dabney Lancaster Community College

Community colleges offer enormous opportunities for recent high school graduates, individuals displaced from or just returning to the workforce, and career-changers. Our campaigns and collateral focus on the end result: developing the skills that lead to a job that pays more than minimum wage.

Services: Website design and development, graphic design, photo shoot, copywriting, editing, content development



Lohmann Americas

Located in Virginia, the satellite headquarters of this multinational corporation manufactures adhesives used in medical, graphics, and transportation sectors. We have designed collateral, launched targeted ads, produced promotional videos, and developed microsites, all while adhering to Lohmann's strict corporate brand standards.

Services: Research, messaging, branding, strategic planning, advertising, media management, trade show exhibits, collateral, email marketing, social media training, microsite development, content, and maintenance.

Videography and Motion Graphics / Animation Experience

This is where words and images are animated and music finds its bed.



AccuTec Blades

Good-bye rustbelt. Hello tomorrow. Our rebrand injected new life into AccuTec Blades, a 143 year old Shenandoah Valley blade manufacturer acquired by a venture capital group. We developed sharp-edged art, precision messaging, and advanced web technology to reposition the company against competitors and revitalize the distributor network with particular emphasis on the medical/surgical supply chain.

Services: Research, messaging, branding, advertising, media management, banners, signage, stationery suite, presentation templates, packaging, email marketing, social media management, website development, content, and maintenance.



Branchlands Senior Living

Since 2008, we have actively managed all facets of the communications program for Branchlands, a Central Virginia senior living community. Even though the need is growing, assisted living and memory care facilities operate in a highly competitive and regulated marketplace. Margins are slim, service expectations are high, and the population of “heads on beds” must be sustained through consistent and highly targeted communications. To prospective residents and their families and caregivers, quality of life and amenities are measured against those of resort-style living, even when affordability is an issue. Campaigns such as “Living life to the fullest” differentiated Branchlands from competitors, sustaining high levels of occupancy and pre-sales at Linden House, the new assisted living and memory care community adjacent to the independent living complex. We manage all facets of marketing and media planning, website development, social media management, on-site photo and video shoots, and radio and television commercial development.

Services: Branding; collateral and stationery suite design; campaign development; multimedia production; advertising and media management; social media management; email marketing; website development, content, and maintenance.



Cvillity

Charlottesville, fondly known as Cville, is our hometown. Even before the shocking events of August 2017, our community had undergone subtle changes. Rapid growth had altered our tradition of positive and neighborly engagement. Cvillity was The Ivy Group’s pro bono program intended to remind us all of the merits of courtesy, consideration, and civil discourse. All creatives—including scripting, storyboarding, illustration, voice-over, and animation were developed in-house. Launched at the Chamber of Commerce’s annual meeting and promoted with earned media and televised PSAs, the program was applauded for its reorientation of “them versus us” to “we’re all in this together”.

Services: Branding, messaging, storyboarding, illustration, animation, production, post-production

Names, Qualifications, and Experience of Personnel (XII.B.2.b.)

A collaborative in-house team, we encourage and invite each other to weigh in on projects ranging from websites to strategic planning. Together we combine years of experience, expertise, and youthful enthusiasm to advance our clients' programs.



Pam Fitzgerald, Ivy Director since 1989

Since founding the agency in 1989, Pam has overseen all projects from market research and strategic planning to branding and website design. Under her leadership, Ivy Group has orchestrated successful marketing and organizational development initiatives that have generated growth and new opportunities for clients. Pam is responsible for creative ideation, writing, and editing. Pam is a graduate of McGill University; has served on over a dozen local nonprofit boards and as Head of the Tandem Friends School Board, President of Blue Ridge Mountains Rotary, and President of the Central Virginia Chapter of the American Marketing Association (AMA).



Franziska Matiuk, Ivy Brand and Web Manager since 2010

A graduate of the University of Virginia's McIntire School of Commerce and certified graphic designer, "Siska" has a special interest in the merging of business, technology, and creativity. As a project manager for branding, communications, and website development projects, Siska ensures that compelling design and programming engage and motivate. In addition to website development, Siska serves as webmaster for a number of Ivy Group clients.



Julia Prince, Ivy Advertising and Content Manager since 2014

Julia has put her Haverford College economics degree to work for Ivy Group as a researcher, strategist, content creator, and project manager for a variety of clients in the public and private sectors. Her focus on research-based communications and advertising projects means that no matter how many hats she's wearing, the "strategy hat" is always on first. Julia served on the board of the Central Virginia Chapter of the American Marketing Association (AMA) for five years, including two years as President.



Ellen Roberson, Quality Control Manager since 2006

Ellen is extensively engaged in all community conversations, whether scripting a survey questionnaire or conducting executive interviews. She applies her degree in economics from the University of Virginia to quantitative calculations and analysis. Ellen is also responsible for seeing that project requirements are fulfilled, and communications are substantial and productive.



Stephen Burden, Ivy Senior Designer since 2003

Stephen abstracts complex information into distinctive aesthetics. He believes in measuring twice and cutting once, that good design matters, and less is more (except when just enough is more). He champions the benefits of distinct, true-to-brand typography and synthesizes classic design principles with out-of-the-box creativity. A graduate of Virginia Commonwealth University, Stephen's design work has won AMA and AIGA awards and been featured on whitehouse.gov and Krop's design portfolio Top Picks.



Landon Dorrier, Ivy Developer since 2014

Landon has been Ivy Group's Swiss Army knife since his graduation from James Madison University in 2014. He has a unique blend of talents that ensure our websites are highly functional while also eye-catching. A front-end web developer experienced with both design and backend programming, his responsibilities cover the process from inception to completion. Fueled by the satisfaction of a job well done and the joy of creating, Landon is committed to quality and always learning something new to make each project the best it can be.



Leslie Padilla, Ivy Developer since 2011

Leslie has extensive experience in software and web programming—both front- and back-end. She has tackled with equal enthusiasm massive federal government sites and sole proprietors' sites, sites which excel in creative and modern design and those whose strong point is the impressive data handling taking place "under the hood". As our accessibility and usability guru, Leslie develops online applications with an eye to Section 508 and W3C WCAG standards. She is also our tester extraordinaire; there is no bug that she can't squash. Leslie holds a degree in Computer Programming from George Mason University.



Chris Fitzgerald, Ivy Multimedia Producer since 2001

An audio-visual and video post-production pro, Chris leverages his ear for music and eye for video to create custom radio spots and digital video. With a talent for original music composition and a keen sound engineering sense that edits out every slur, stammer, and sputter, Chris establishes a brand's unique sonic identity. Chris's studio features the most advanced video editing and post-production equipment. Whether starting from client-provided smartphone footage or film from a pro team's "fancy" cameras, his video editing, graphics and animation, and creative concept skills result in polished productions.



Jan Garrison, Ivy Office Manager since 2006

Jan keeps Ivy Group's office running smoothly and cheerily by managing everything from accounts receivable to human resources. A graduate of the University of Virginia, she joined Ivy after a career in human resource management.

Resumes (XII.B.2.c.) are provided in Attachment C.

SPECIFIC PLAN (METHODOLOGY) (XII.B.3.)

Approach (XII.B.3.a.)

Our approach encompasses collaboration, analysis, creative and strategic ideation, production precision, and accountability.

We believe high quality work begins with teaming closely with clients. They bring a nuanced understanding of institutional priorities and policies. Open communication, at all phases of a project, ensure we are always “on the same page”.

Planning

We bring an analytical mindset to core brand attributes, audience segmentation, and messaging and creative strategy. These early stages involve the collection and parsing of relevant data as the key to engaging and motivating targeted audiences. The process results in a roadmap for strategic planning, key message development, creative concepts, and the brand narrative. The project may include our creating editorial calendars, conducting photo research, and negotiating with media. Baseline measures for tracking progress are also established at this point.

Program Development

A project manager details deliverables, budgets, and timelines for client approval. Designers and copywriters develop supporting creative, and, in the case of website or digital assets, designers and programmers collaborate closely in the course of the build. For video, scripts are storyboarded; shoots and pre and postproduction proceed.

Media

When the sales reps come a-knockin’, just send them our way: we’ll tap our knowledge, expertise, and network to negotiate the most effective campaign at the best price. From ad specs to due dates, we actively manage, track, and report on traditional and digital media buys and then dive into the data noise for insights to inform the next round.

A Project Manager is responsible for negotiating and ratifying media contracts. When media invoices are submitted, they are compared to the purchase for accuracy.

Once a program is launched, we monitor key metrics against baselines, adjust as needed, and hold ourselves accountable for ensuring results. Reporting is comprehensive and insightful. At every stage, we ask ourselves: is the program achieving the desired objectives?

What, When, and How (XII.B.3.b.)

For George Mason University, The Ivy Group presents capabilities in

- A. Creative Design
- B. Web Design and Production
- C. Copywriting, Proofreading and Copyediting
- D. Videography and Motion Graphics / Animation

All services proffered in this proposal are conducted on premises by our internal staff.

A. Creative Design

Services include: designing, and producing print, outdoor, broadcast and Internet branding campaigns, enrollment/direct response campaigns, advertising, direct mail, landing pages, video and html emails, digital media, social media, etc, brochures, flyers, booklets, newsletters, folders, posters, CDs, illustrations, graphic devices, symbols, etc.

Our **approach** begins with respecting the importance of adhering to brand standards, having both created them and abided by pre-existing requirements. Our creative capabilities—from initial concept to printer-ready pdfs—are substantial, and our team is proficient in the Adobe Creative Cloud suite of products, including PhotoShop, InDesign, XD, and Premiere Pro. All Ivy staff also utilize Microsoft 365 products, including Word and PowerPoint.

Assigned Ivy Group Project Managers, serving as primary liaisons with the designated George Mason marketing team, will work with our internal team to:

- review project goals, plans, assets in place (e.g. existing photography), assets to be developed, timelines, and other requirements and needs;
- provide a time and cost estimate for review and approval;
- enter all details into an internal time and project management system;
- prepare a creative brief for both Mason and Ivy teams and facilitate ideation sessions;
- review and revise concepts to ensure they conform to brand standards and align with project goals;
- submit concepts and drafts for review and revision;
- solicit bids for production services (e.g. printing, mail house) and submit these for review and approval;
- submit creative and content for review, revisions, and/or approval;
- proof and conduct quality tests; and
- prepare and remit final production files.

For longer term campaigns, an assigned Project Manager coordinates:

- research, planning, scheduling, and development of editorial calendars, media management, etc.; and
- baseline performance measures and tracking.

RESPONSIVE AND READY

We are prepared to meet, consult, and collaborate at any time during a project! We make it our policy to return all messages promptly, and we pride ourselves on the quality and regularity of our communications and our responsive customer service.

LEAD TIME

A project's timeframe depends on the size and scope of work requested. While we are flexible in responding to last minute emergencies, in general, we ask for two (2) business days to commence work on requested projects.

APPROVALS

Prior to delivering the final product, the University will be asked to perform a final review and sign off on the work. Any additional work following sign off will be billed hourly.

ABOUT PHOTOGRAPHY

In addition to photography supplied by the University we are prepared to conduct photo shoots, arranging the logistics of photographer, talent, setting, props, and styling for on-location and studio sessions. We are well versed in working with professional photographers on shoots, or DIY-ing it with a smartphone. We've stood in as models, even hand models! Our designers digitally manipulate photo files in-house.

The University would retain all use rights to photography purchased on its behalf.

ABOUT ILLUSTRATION

Our team has produced a variety of illustration styles that complement text and demonstrate products and processes. We are routinely asked to create explanatory infographics that simplify complex processes. When developing brand standards, we also customize complementary icons and visual cues.

For more complex illustrations, we subcontract with artists and illustrators with specific expertise (life renderings, botanicals, etc.).

ABOUT PRESENTATION DESIGN

We've mastered the recalcitrant PowerPoint's Master Slides, creating branded themes and layouts for client use or for presentation preparation from start to finish.

B. Web Design and Production

The University's digital brand must look good and work hard, for everyone.

Our user-first approach for information architecture and design allows you to meet your audience's unique needs and provide easy access to critical tasks and resources.

Our programming adheres to web best practices, checking all the boxes for ADA accessibility (WCAG 2.0/2.1 standards), browser compatibility, and responsiveness.

We keep your digital motor purring with secure hosting solutions, technical support and troubleshooting, and tune-ups.

Our approach to web development includes:

- identifying and characterizing internal and external site audiences and their content and functional needs;
- recommending streamlined site architecture and laying out wireframes to maximize the user experience (UX);
- designing engaging user interfaces;
- building web applications with HTML5, CSS, PHP 7.4, and JavaScript;
- optimizing code for rapid page load, search engine visibility, and social media shareability;
- integrating page templates with WordPress;
- integrating third-party embeds, APIs, etc.;
- copywriting, editing, and populating content;
- training content managers in best practices for writing for the web; and
- conducting usability and quality assurance testing.

Analytics reporting, usability testing, and A/B testing can offer small insights that have a big impact on site performance. Tools and techniques that we leverage include, but are not limited to:

- **SortSite** – analyze the site against 700+ standards-based checkpoints for Section 508 compliance and WCAG best practices
- **Google PageSpeed Insights** – evaluate page load on desktop and mobile devices
- **Google Optimize** – set up A/B tests
- **One-on-one usability testing** – observe representative users engaging with applications to identify areas for improvement
- **MOZ Pro** – view SEO insights, conduct keyword research and track rankings

C. Copywriting, Proofreading and Copyediting

CONTENT STRATEGY

The key is to know target audiences, when they need to know, and what content resonates, i.e. information from market segmentation research, *persona* development, keyword research, website user behavior tracking, and social media audience analysis. Editorial calendars, style guides, and brainstorming sessions guide the writer and establish the “rules of the road.”

PROOFREADING

Six eyes are better than two. Before digital files are finalized, documents and publications undergo two sets of editing reviews in addition to proofing scans. The goal is to produce a quality, error-free product.

Editing corrects grammatical and syntactical issues, sentence and paragraph construction, language choice, and tone. When appropriate, detail-dense style guides for a brand will also inform editorial decisions. In other cases, we rely on the AP style guides.

Proofing includes checks for punctuation, spelling, and inconsistent presentation as well as word, line, and page breaks.

Understanding that misspellings, faulty punctuation, and awkward syntax stop readers in their tracks, we all edit, correct, and proof each other’s work.

Editorial doesn’t necessarily stop once we hit “publish”. Audience analytics provide insights that can inform future endeavors. Depending on the medium, we can parse available data to make actionable recommendations for adjusting strategy.

An online example is A/B testing which enables us to create alternate content presentations to determine which images and messaging are most effective in drawing eyeballs and motivating click-throughs. SEO and SEM rely on the quality, keyword-rich text and the relevance and value of content to site visibility.

TECHNICAL CONTENT

Compelling content centers on a logical narrative progression. Technical information, whether directional, instructional, or academic, should be presented clearly and directly. Abstract themes may require illustrative examples. Audience considerations include literacy level and the likely environment in which the information will be presented. Voice and tone in blogs, manuals, white papers, etc. should be appropriate to the product/service/brand personality in a way that prospective readers might actually want to read.

We have crafted content for subjects as complex as the manufacture of advanced medical devices and risk management theory related to natural disasters. Unbundling complex concepts into understandable, cogent text is a critical component of much of the non-promotional writing that we produce.

CREATIVE CONTENT

Resonant copy offers value at all stages of a reader's journey or why read on? Whether entertaining, motivating, compelling, or educating, creative writing is all about telling stories. Even the most elemental ad copy centers on a problem that requires the product as protagonist to solve. When crafting a script, a writer is listening to the character's voice while imagining actions, motion, and visual effects. Regardless of the genre, occasion, or intent, creative content must "surprise and delight" with a view to tilting the audience's perspective.

TRANSLATION SERVICES

Routinely, we are called on to produce materials in translation. Because regional idioms and dialects vary widely, we turn to a network of regional native speakers and writers who are trained as translators. Generally, the translations are directly integrated by the translator into InDesign or a content management system. Proofing is conducted by a second linguist before submission to the client for approval.

Recent work for a multinational corporation has been a compendium of informational and promotional materials in Portuguese for their Brazilian sales force. For a bank client, many ads are translated into Spanish. For other projects, we have called on our subcontractors to assist with Creole, Mandarin Chinese, Russian, Polish, and Arabic translations.

We also bring experience with providing translations on websites. After designing and building reactivechemistry.com for Lohmann Corporation, we integrated a secure translation plugin. Then, we worked with native Spanish speakers to quality check the machine-generated translation. For AccuTec Blades, we created navajasaccutec.com.mx as a sister site to atblades.com, providing a toggle to allow users to easily access either site from any page.

Please see examples of our writing in Creative Samples and at ivygroup.com.

D. Videography and Motion Graphics / Animation

VIDEOGRAPHY

Services include, but are not limited to:

- scripting
- storyboarding
- casting and managing logistics
- directing
- composing original music
- post-production editing

Our office includes a fully equipped recording and post-production studio. We use Adobe Creative Suite (After Effects for video, graphics, animation, and sequencing, Audition for audio rendering and mastering, Premiere Pro for overall video production, Media Encoder multiple media formatting, and Encore for DVD/Blu-Ray authoring/disc production, Logic Pro X for music/voice recording, Native Instruments for virtual performances and Reason 11 for original music production). Music hardware includes RME fireface AD/DA converter, Dangerous Music Summing Mixer, Dangerous Music Compressor and EQ. Warm Audio EQs, Kush Clariphonic Parallel EQ, Universal Audio 4710D Mic Preamp, and Shure SM7B Mic. We contract with lighting, sound, and camera specialists for filming.

MOTION GRAPHICS / ANIMATION

Motion graphics are particularly useful in drawing the eye to specific information, calls to action, etc. The ultimate product is directly related to the quality of illustration and the type of cameras used in a shoot.

Frame-by-frame animation is a relatively straightforward process for combining text, graphics, and art into a multimedia product. The process begins with creating Adobe Illustrator vector graphics. Imported .ai files are then manipulated for dimensionality with lighting and perspective techniques in Adobe After Effects. Graphic video with alpha channels may be layered over video footage—particularly effective for honing in on a product. We custom illustrate and design animated graphics, delivering platform-appropriate files, including SVG, GIF, and MP4.

CREATIVE SAMPLES (XII.B.4.)

Creative Design Samples (X.A.)

Central Virginia Community College | ivy.gr.com/cvcc

Print, outdoor, broadcast and Internet branding campaigns (X.A.1.)

Enrollment/Direct response campaigns (X.A.2.)

Collateral materials (X.A.3.)

Illustrations and graphic devices (X.A.4.)

Copywriting (X.C.1.)



Chiles Family Orchards | ivy.gr.com/cfo

Print, outdoor, broadcast and Internet branding campaigns (X.A.1.)

Enrollment/Direct response campaigns (X.A.2.)

Collateral materials (X.A.3.)

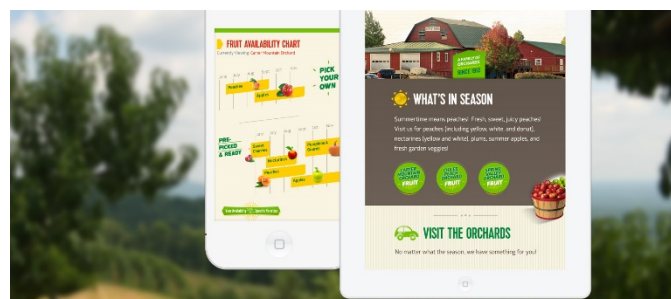
Site/information architecture (X.B.2.)

Web applications (X.B.3.)

CSS web templates and Web 2.0 technologies (X.B.4.)

Copywriting, editing, and proofing (X.C.2.)

Short topic videos (X.D.1.)



Global Alliance for Behavioral Health and Social Justice |

ivy.gr.com/ga

Print, outdoor, broadcast and Internet branding campaigns (X.A.1.)

Enrollment/Direct response campaigns (X.A.2.)

Collateral materials (X.A.3.)

Copywriting, editing, and proofing (X.C.2.)

Short topic videos (X.D.1.)



Market Central

Collateral materials (X.A.3.)

Illustrations and graphic devices (X.A.4.)



Pioneer Bank

ivy.gr.com/radio

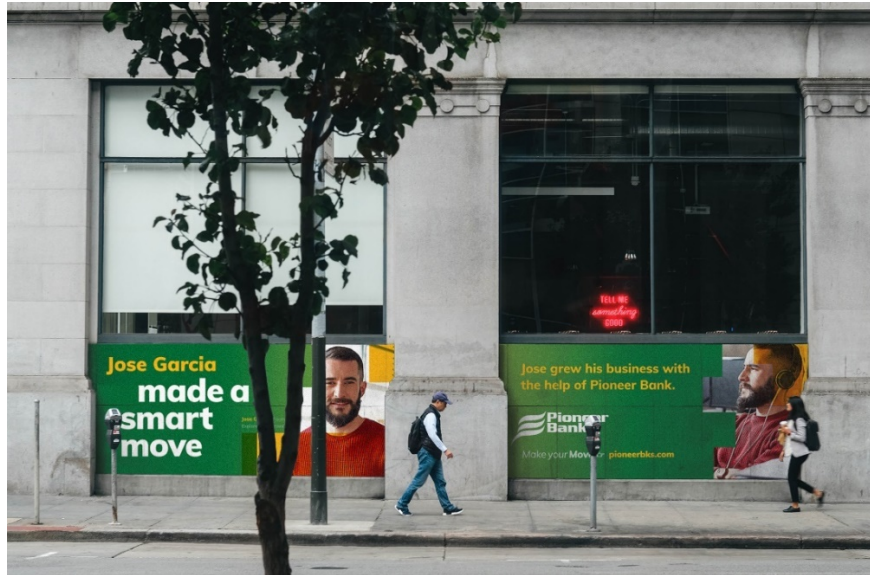
Print, outdoor, broadcast and Internet branding campaigns (X.A.1.)

Enrollment/Direct response campaigns (X.A.2.)

Collateral materials (X.A.3.)

Site/information architectures, page prototypes, and illustrations (X.B.2.)

Copywriting, editing, and proofing (X.C.2.)



Jose Garcia
is making
moves in
Harrisonburg

Jose Garcia, Founder
Explorer Enterprises

Pioneer Bank

**Apply for your
BUSINESS LOAN**

FDIC

**You're on
the move.**

We're right by your
side with access
to your money
anywhere, anytime.

Pioneer Bank

Free VISA® debit card*
Free mobile banking and bill pay*
Free use of 55,000 Allpoint ATMs worldwide

pioneerbks.com

*Additional charges may apply

**Make the
right move**

Mortgage loans from
Pioneer Bank

Buying a home shouldn't be complicated. Pioneer Bank's home financing services make quick turnaround on decisions and the support of our knowledgeable local lenders.

Pioneer Bank

Make your Move
pioneerbks.com

Offer of credit is subject to credit approval.

FDIC

Pennsylvania Department of Education | ivy.gr.com/power

Illustrations and graphic devices (X.A.4.)



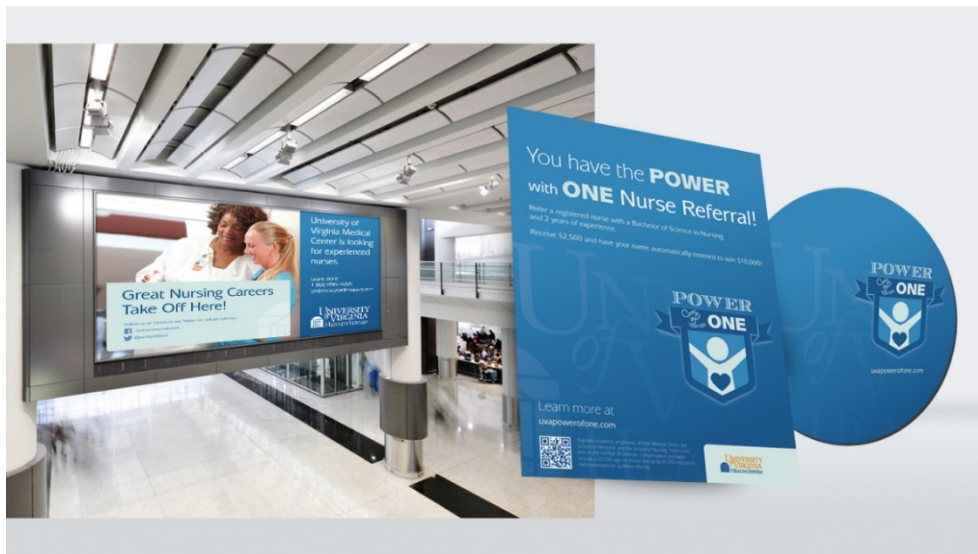
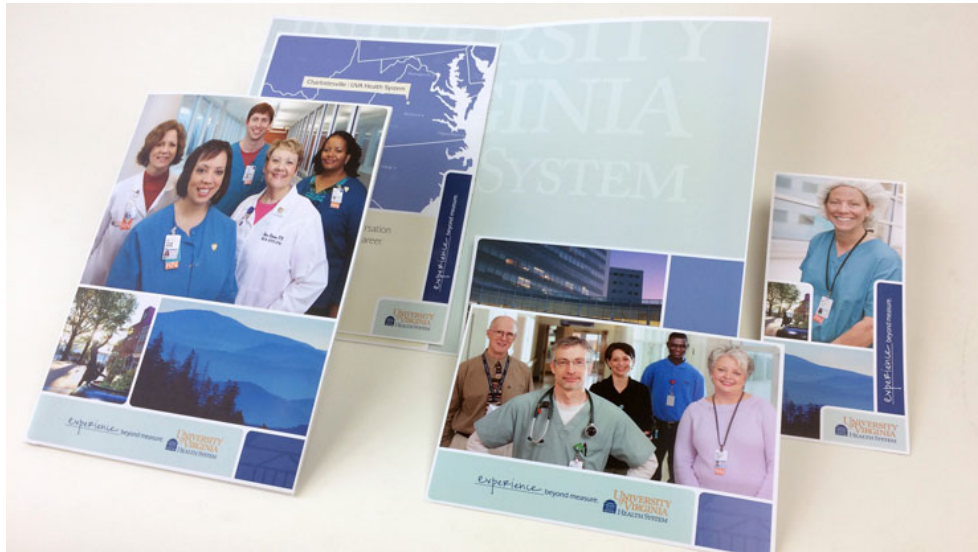
University of Virginia Medical Center | ivy.gr.com/uvahs

Print, outdoor, broadcast and Internet branding campaigns (X.A.1.)

Enrollment/Direct response campaigns (X.A.2.)

Collateral materials (X.A.3.)

Copywriting, editing, and proofing (X.C.2.)



University of Virginia Darden School of Business | ivy.gr.com/resilience

Enrollment/Direct response campaigns (X.A.2.)

Collateral materials (X.A.3.)

Copywriting, editing, and proofing (X.C.2.)



UVA Health Emergency Department / Emergency Medicine Center for Education, Research, and Technology (EMCERT)

Print, outdoor, broadcast and Internet branding campaigns (X.A.1.)

Collateral materials (X.A.3.)

Landing pages, mini websites, and other web templates (X.B.1.)

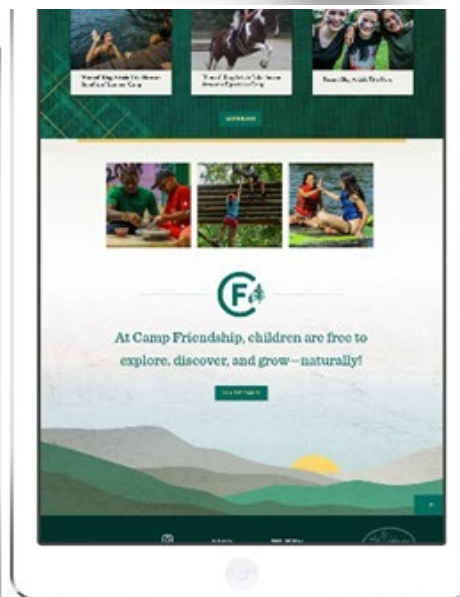
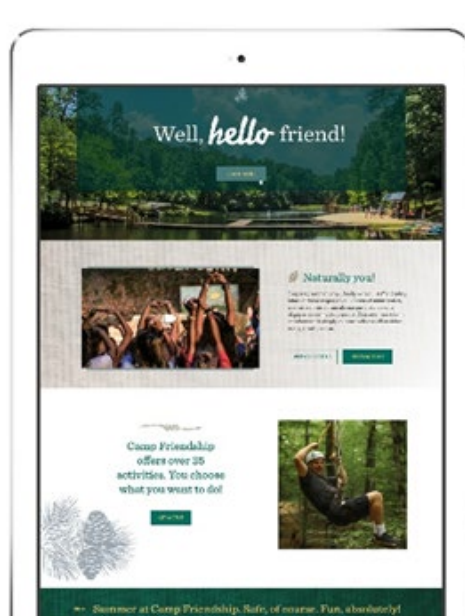
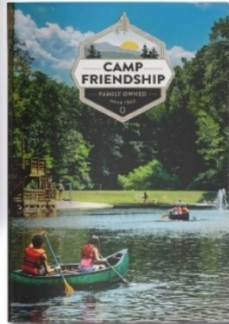
Copywriting, editing, and proofing (X.C.2.)



Web Design and Production Samples (X.B.)

Camp Friendship | ivy.gr.com/camp

Print, outdoor, broadcast and Internet branding campaigns (X.A.1.)
 Enrollment/Direct response campaigns (X.A.2.)
 Collateral materials (X.A.3.)
 Web applications (X.B.3.)
 CSS web templates and Web 2.0 technologies (X.B.4.)
 Copywriting, editing, and proofing (X.C.2.)



Eastern Shore Community College

Site/information architectures, page prototypes, and illustrations (X.B.2.)

Web applications (X.B.3.)

CSS web templates and Web 2.0 technologies (X.B.4.)



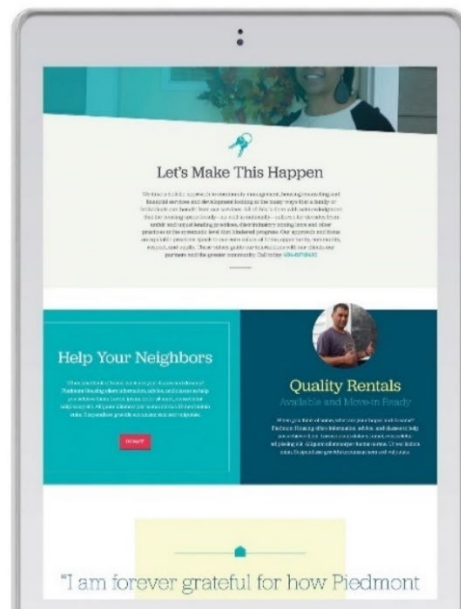
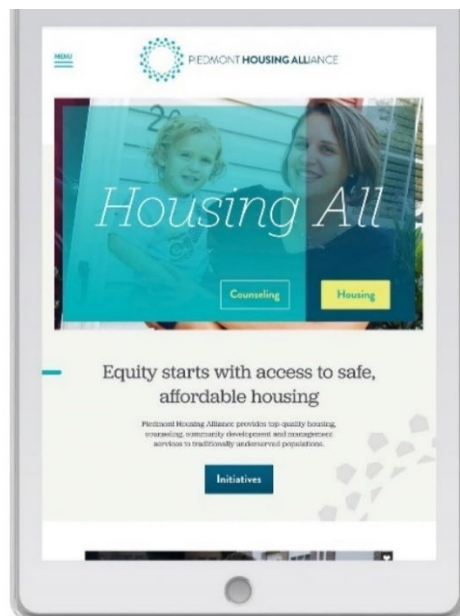
Piedmont Housing Alliance | ivy.gr.com/pha

Copywriting, editing, and proofing (X.C.2.)

Site/information architectures, page prototypes, and illustrations (X.B.2.)

Web applications (X.B.3.)

CSS web templates and Web 2.0 technologies (X.B.4.)



Richmond Redevelopment and Housing Authority

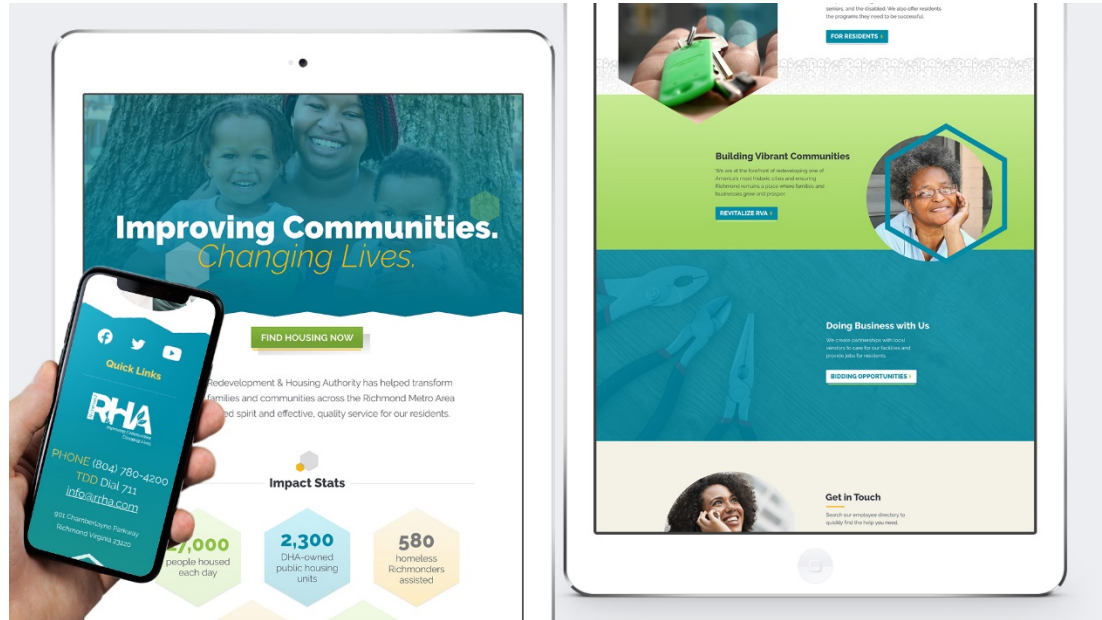
Print, outdoor, broadcast and Internet branding campaigns (X.A.1.)

Site/information architectures, page prototypes, and illustrations (X.B.2.)

Web applications (X.B.3.)

CSS web templates and Web 2.0 technologies (X.B.4.)

Copywriting, editing, and proofing (X.C.2.)

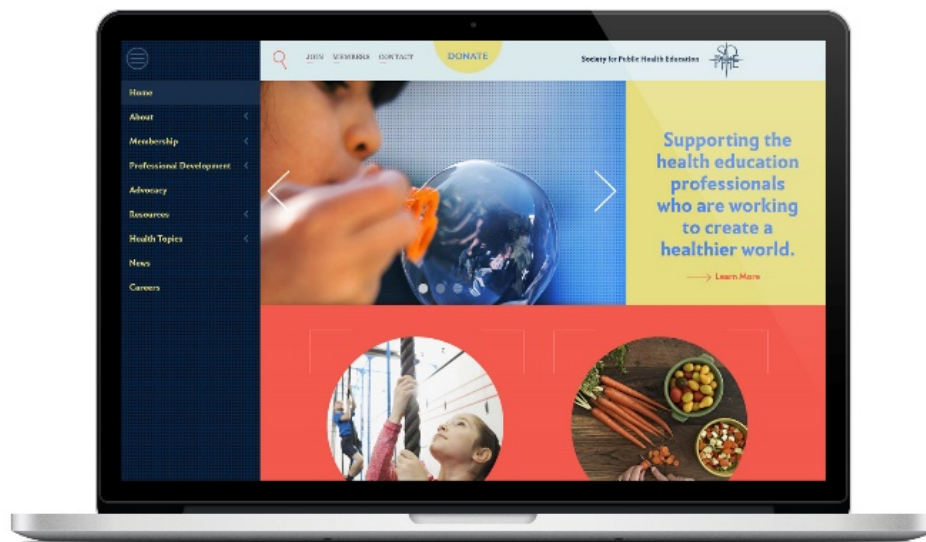


Society of Public Health Educators | ivy.gr.com/SOPHEorg

Site/information architectures, page prototypes, and illustrations (X.B.2.)

Web applications (X.B.3.)

CSS web templates and Web 2.0 technologies (X.B.4.)



Copywriting, Proofreading and Copyediting Samples (X.C.)

Cedar Rapids Public Library | ivy.gr.com/crpl

Copywriting (X.C.1.)

Copywriting, editing, and proofing (X.C.2.)

Collateral materials (X.A.3.)



[Plan at ivy.gr.com/CRPL-plan](http://ivy.gr.com/CRPL-plan)

Central Virginia Partnership for Economic Development | ivy.gr.com/cvped

Copywriting (X.C.1.)

Copywriting, editing, and proofing (X.C.2.)

Collateral materials (X.A.3.)



Dabney S. Lancaster Community College |

ivy.gr.com/dabney

Print, outdoor, broadcast and Internet branding campaigns (X.A.1.)

Enrollment/Direct response campaigns (X.A.2.)

Collateral materials (X.A.3.)

Site/information architecture (X.B.2.)

Web applications (X.B.3.)

CSS web templates and Web 2.0 technologies (X.B.4.)

Copywriting, editing, and proofing (X.C.2.)



Lohmann Americas

Print, outdoor, broadcast and Internet branding campaigns (X.A.1.)

Enrollment/Direct response campaigns (X.A.2.)

Collateral materials (X.A.3.)

Landing pages, mini websites, and other web templates (X.B.1.)

Site/information architectures, page prototypes, and illustrations (X.B.2.)

Copywriting (X.C.1.)

Copywriting, editing, and proofing (X.C.2.)

Short topic videos (X.D.1.) – see <https://vimeo.com/485595195>

Short full-motion graphic or animated videos (X.D.2.) – see SVG on reactivechemistry.com



Videography and Motion Graphics / Animation Samples (X.D.)

AccuTec Blades | ivy.gr.com/accutec

Print, outdoor, broadcast and Internet branding campaigns (X.A.1.)

Enrollment/Direct response campaigns (X.A.2.)

Collateral materials (X.A.3.)

Landing pages, mini websites, and other web templates (X.B.1.)

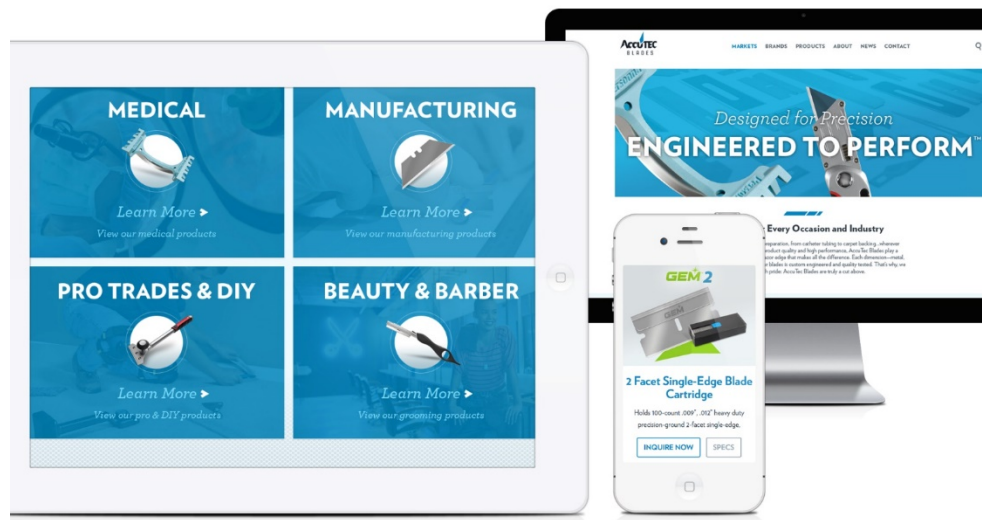
Site/information architectures, page prototypes, and illustrations (X.B.2.)

Web applications (X.B.3.)

CSS web templates and Web 2.0 technologies (X.B.4.)

Copywriting, editing, and proofing (X.C.2.)

Short topic videos (X.D.1.)



Branchlands Senior Living | ivy.gr.com/branchlands

Print, outdoor, broadcast and Internet branding campaigns (X.A.1.)

Enrollment/Direct response campaigns (X.A.2.)

Collateral materials (X.A.3.)

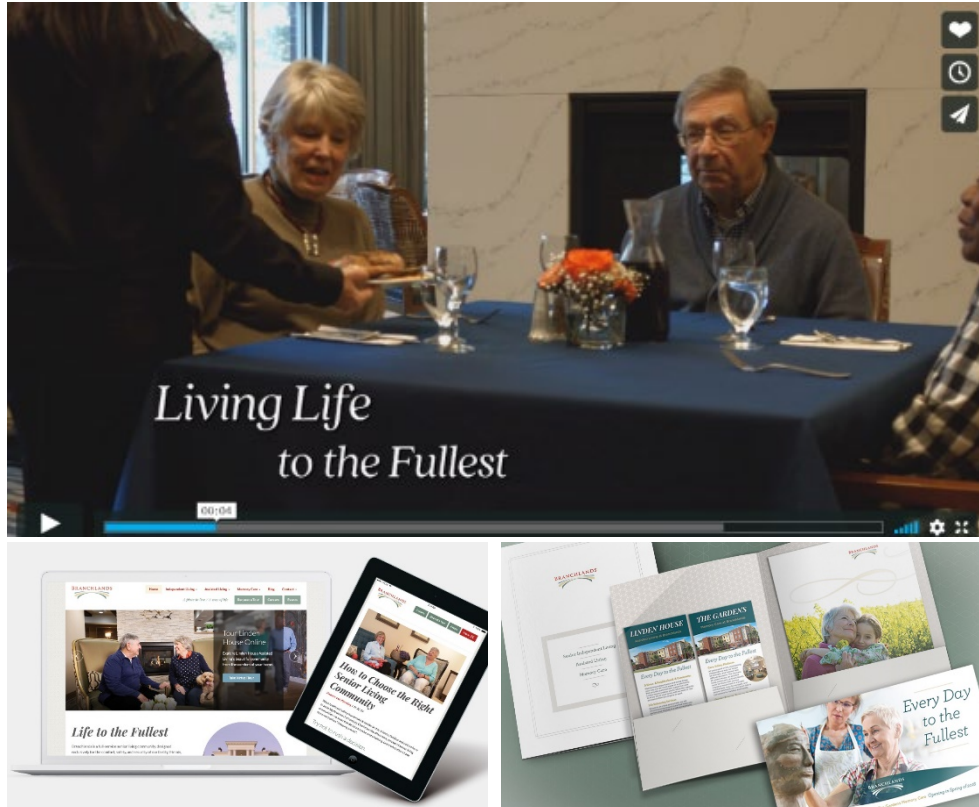
Site/information architecture (X.B.2.)

Web applications (X.B.3.)

CSS web templates and Web 2.0 technologies (X.B.4.)

Copywriting, editing, and proofing (X.C.2.)

Short topic videos (X.D.1.)

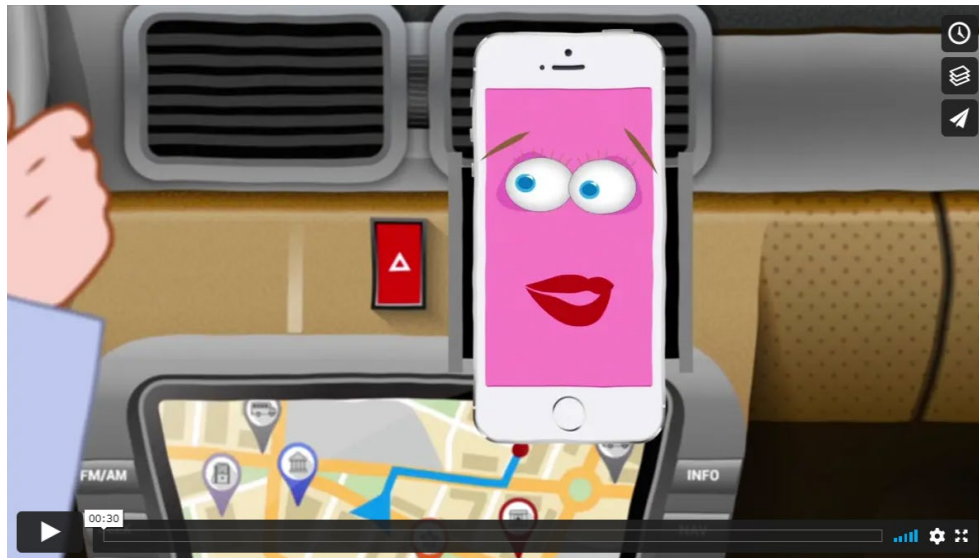


Cvillity

Short full-motion graphic or animated videos (X.D.2.)



vimeo.com/196314132



vimeo.com/196314514

REFERENCES (XII.B.5.)

Ms. Cynthia Chiles

Co-owner

Crown Orchard Company (Chiles Family Orchards)

P.O. Box 299, Batesville, VA 22924

434.977.1833 (Carter Mountain Orchard)

cynthia@crownorchard.com

Mr. David Nicely

Business Development Manager

Lohmann Corporation

14218 Litchfield Dr, Orange, VA 22960

317.775.8767

david.nicely@lohmann-tapes.com

Ms. Katherine Merhige

Chair

Emergency Medicine Center for Education, Research, and Technology (EMCERT)

434.760.2852

katherinemerhige@gmail.com

Ms. Robin Kimbrough-Melton, JD

Executive Officer

Global Alliance for Behavioral Health and Social Justice

P.O. Box 995, Crozet, VA 22932

864.230.3122

robin.kimbrough-melton@cuanschutz.edu

PROPOSED PRICING (XII.B.6.)

Prior to commencing a project, The Ivy Group will provide a total estimated cost. The Ivy Group's hourly services will be billed in half hour increments at the rates set forth below for all work performed by The Ivy Group on the project. The total estimated cost will not be exceeded without express prior approval from the University.

Director	155 /hr
Manager	125 /hr
Creative	125 /hr
Programmer	155 /hr
Administrator	55 /hr
Travel expenses outside the City of Charlottesville	55 /hr/person, plus the current allowable IRS rate for mileage

Payment Preference (XII.B.1.c.)

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.

Final Contract Terms (IV.)

The Ivy Group accepts Mason's standard two-party contract and General Terms and Conditions, as outlined in GMU-1692-21 Attachment B.

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: The Ivy Group, Ltd.

Preparer Name: Pam Fitzgerald Date: 11/18/2020

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: 002737 Certification Date: 03/14/2020 - 03/14/2025

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: _____

ATTACHMENT B – SAMPLE PRODUCTION SCHEDULES

Sample Production Schedule

	March				April				May					June
	3/4-3/8	3/11-3/15	3/18-3/22	3/25-3/29	4/1-4/5	4/8-4/12	4/15-4/19	4/22-4/26	4/29-5/3	5/6-5/10	5/13-5/17	5/20-5/24	5/27-5/31	6/3-6/7
Fruit in Season <i>(approx)</i>									Strawberries				Cherries	
Project Management	Pre-opening + social meeting					Content Trip								
Print Ads	EBR due 3/1	Knife Fort art due 3/15 Welcome Book summer due 3/15		CG due 3/29 CG A-Z due				CG ad due 4/26		RFM due 5/10		CG due 5/24	EBR due 6/1	
Web Ads		DTN season opening 3/15					C-ville site wrap due 2 days prior DTN strawberries	CG web ad due 4/26	C-ville 5/1-5/8	Pandora banners due 5/10		CG due 5/24 RFM lboard + enews due	R Mom due 5/29 (June)	C-ville site wrap due 2 days prior DTN peaches
Native		Prep Stack Adapt content + acct set-up	Stack Adapt April - May content										R Mom due 5/29 (June)	Stack Adapt June - July content (peaches)
Radio Spots	Draft Q1/Q2 spots		Record Q1/Q2 spots	WNRN season opening	Finalize Q1/Q2 spots			WNRN strawberries + events		Pandora spots due 5/10			WNRN cherries	WNRN peaches
Web Content				News: Season Opening/Winter Update		Content: original [recipe]		Crop Update: Strawberry Season					Crop Update: Cherry Season	
Social Media + Google Ads					Launch Q1 Engagement Series	Design strawberry posts/ads			Launch strawberry GAW	Launch TESS GAW		Design peach posts/ads	Launch Q2 Engagement Series	Launch field trips GAW
Special Projects		WDW logo development												
	art due	publish content	meeting/site visit											

Sample Production Schedule – Logo + Web Development Project

Discovery: week 1 (commencement of contract, February 11)

Messaging development: weeks 2-3

Logo design: weeks 3-5

Website design: weeks 6-9

Standards guide: weeks 10-14

Marketing collateral design: week 14-18

Website development and testing: weeks 8-18

Website staff training: week 16

Website content finalization: weeks 16-17

Website launch: week 18

ATTACHMENT C – RESUMES (XII.B.2.C.)

Stephen Burden, Ivy Senior Designer since 2003

Professional Experience

Ivy Group, Ltd | Graphic Designer | March 2003 – Present

- **Services:** graphic design, art direction, branding, ad development, UI design, motion design
- **Skills:** Adobe Creative Suite
- **Representative Clients:** AccuTec Blades, Alexandria Library, Cedar Rapids Public Library, Clore Furniture, Crown Orchard Company, Diamondback Toolbelts, Global Alliance, Piedmont Housing Alliance, UVA Health System

James Madison University, School of Art | Adjunct Professor, Typography | 2009 – 2012

Rumble + Rumble Design | Graphic Designer | May 2002 – January 2003

VCU Design Center | Student Designer | September 2001 – May 2002

Education

Virginia Commonwealth University | BFA in Communication and Design | 2002

Membership & Participation

Richmond AIGA | Creative Mornings Charlottesville

Awards & Recognition

AIGA Richmond GRADE | AMA Central VA EMMA | Krop Portfolio Pluck't Staff Selection

Landon Dorrier, Ivy Developer since 2014

Professional Experience

The Ivy Group, Ltd | Developer | October 2014 – Present

- **Services:** UX design, UI design, website development, website support, website hosting, WordPress training, website speed optimization
- **Skills:** HTML, CSS, PHP, MySQL, JavaScript, JQuery, Vue, WordPress, Google Analytics, Google Tag Manager, Adobe Dreamweaver, Adobe Photoshop
- **Representative Clients:** Piedmont Housing Alliance, Camp Friendship, Diamondback Toolbelts, Clore Furniture, Society for Public Health Education, Branchlands Senior Living, Chiles Family Orchards

CFA Institute | User Experience Intern | May 2014 – August 2014

JMU Creative Services | Student Web Programmer, August 2013 – May 2014

Education

James Madison University | BS in Media Arts & Design, Computer Science | 2014

Chris Fitzgerald, Ivy Multimedia Producer since 2001

Professional Experience

The Ivy Group, Ltd | Multimedia Producer | April 2001 – Present

- **Services:** custom musical beds, graphic design, multimedia direction and production, voice talent, script writing, sound engineering, voice talent, script writing
- **Skills:** Adobe After Effects, Final Cut Pro, Motion Graphics, Pro Tools, Soundtrack, Photoshop, Illustrator, InDesign
- **Representative Clients:** Great Eastern Management, Blue Ridge Builders Supply, VASS, UVA Health System, AccuTec Blades, Big Brothers and Big Sisters

Education

- **Virginia Commonwealth University** | Classical and Jazz Guitar, Music/Jazz Theory Studies | 1996-2000
- **Piedmont Community College** | Undergraduate Art Studies | 1994-1995
- **Randolph Macon College** | Undergraduate Studies | September 1991-January 1993

Volunteer Experience

- UVA Health System | Remote Area Medical – Video Production | 2006-2011
- Big Brothers and Big Sisters | Big Brother to Bryan | 2012-2014

Pam Fitzgerald, Ivy Director since 1989

Professional Experience

The Ivy Group | Director, Co-Founder | 1989 – Present

- **Services:** strategic planning, training, organizational development, branding, communications strategy and program development, fundraising strategy, public relations
- **Representative Clients:** UVA Health System, Scott Paper, Lohmann Corporation, Brooklyn Public Library, Monmouth County NJ, UVA Darden School of Business, Philadelphia Free Library, Milwaukee Public Library, AccuTec Blades, Society for Public Health Education, Association of Social Work Boards

West Chester University, Upper Darby High School | Teacher and Administrator | 1970-1989

Education

- McGill University | BA in English
- **Princeton University** | Teaching Certificate
- Bryn Mawr College | ABD

Volunteer Experience

- American Marketing Association Central Virginia Chapter | President | 2001 - 2004
- Blue Ridge Mountains Rotary | President | Member since 1992
- Charlottesville Albemarle School and Business Alliance | Board | 2000 – 2004
- Muscular Dystrophy Foundation Greater Virginia | Board | 2000 – 2004
- Public Television of Central Virginia | Board Member | 2007 – 2011
- Tandem Friends School | Board Chair | 1992 – 1996
- Tuesday Evening Concert Series | Board Member | 2015 – 2016
- Westminster-Canterbury of the Blue Ridge | Board Member, Finance, Investment, and Marketing Committees | 2013 –Present

Memberships

- American Library Association
- American Marketing Association
- Greater Charlottesville Chamber of Commerce
- Public Library Association
- Women Presidents Organization

Jan Garrison, Ivy Office Manager since 2006

Professional Experience

The Ivy Group, Ltd | Office Manager, September 2006 – Present

- **Services:** accounts receivable, account payable, human resources and benefits management, building maintenance management, media buying, proofing and editing
- **Skills:** Microsoft Office, Quickbooks

Piedmont Virginia Community College | Director of Human Resources | April 1997 – August 2001

University of Virginia Office of University Development | HR & Office Manager | January 1992 – March 1997

Smallwood Technologies | Operations Manager | August 1989 – August 1991

CRS Sirrinc, Inc | Manager I, Administration | December 1987 – July 1989

Prior experience includes The Research Group (Executive Assistant to the Vice President); The Nature Conservancy (Assistant Director of the Virginia Chapter)

Education

- **University of Virginia** | BA in English | 1978
- **University of Colorado** | Certificate, Supervision | 1987
- **FOCUS** | Mediation Basics | 1996

Franziska Matiuk, Ivy Web & Brand Manager since 2010

Professional Experience

The Ivy Group | Project Manager | February 2010 – Present

- **Services:** art direction, communications strategy, email marketing, graphic design, messaging, project management, strategic planning, training, UX design, SEO, website support, usability testing
- **Skills:** Adobe Creative Suite, Microsoft Office, Facebook Business Manager, Google Analytics, Google My Business, Google Data Studio, GSuite, WordPress CMS
- **Representative Clients:** AccuTec Blades, Crown Orchard Company, Eastern Shore Community College, Piedmont Housing Alliance, Society for Public Health Education

Jimmy John's | Marketing Manager/Consultant | July 2009 – December 2009

Graduate Marketing | UVA Advertising Coordinator | May - July 2009

Education

- University of Virginia, McIntire School of Commerce | BS in Commerce | 2009
- **Piedmont Virginia Community College** | Graphic Design Career Studies Certificate | 2011

Memberships

- Public Library Association | Member | January 2020 – Present
- American Marketing Association | Member | June 2012 – June 2019

Volunteer Experience

- Virginia Polo, Inc | Board Member, Communications and Fundraising Chair | October 2018 – Present
- American Marketing Association Central Virginia Chapter | Communications Chair | June 2012 – September 2019
- Charlottesville-Albemarle SPCA | Marketing Volunteer | September 2010 - September 2011

Leslie Padilla, Ivy Developer since 2011

Professional Experience

The Ivy Group, Ltd | Developer | September 2011 – Present

- **Services:** UX design, UI design, website development, website support, SEO, web accessibility, responsiveness, usability
- **Skills:** Adobe Dreamweaver, WordPress, HTML, CSS, PHP, MySQL, Javascript/JQuery, Spanish, Google Analytics

Aquilent | Senior Technical Consultant | December 2010 – September 2011

- **Skills:** Percussion Rhythmyx content management system, HTML, CSS, Javascript/JQuery

Glynn Technologies, Inc | Web Developer | February 2006 – November 2009

- **Skills:** Percussion Rhythmyx content management system, HTML, CSS, Javascript/JQuery, Google Search Appliance, XSLT, RightNow customer relationship management (CRM), BEA AquaLogic portal

Retrieval Systems Corporation | Web Developer, Software Programmer | June 2001– February 2006

- **Skills:** XSLT, Omnimark, Java, Visual Basic for Applications, Bricolage content management system

Education

- **George Mason University** | BS in Computer Science | 2001
- **Stilo International PLC** | OmniMark Certified Training | 2003

Julia Prince, Ivy Advertising & Content Manager since 2014

Professional Experience

The Ivy Group | Project Manager | June 2014 – Present

- **Marketing Services:** ad development, art direction, communications strategy, content development, facilitation, media planning, messaging, project management, social media management, strategic planning, training
- **Research Services:** market research, market segmentation, benchmarking, focus groups
- **Skills:** Facebook Business Manager, Google Ads, Google Analytics, Google My Business, Google Data Studio, Microsoft Excel, Tableau, WordPress CMS
- **Representative Clients:** Auburn Public Library, Cambridge Healthcare, Cecil County Public Library, Cedar Rapids Public Library, Central Virginia Community College, Crown Orchard Company, UVA Health System

Central Virginia Partnership for Economic Development | Summer Intern | 2013

Central Virginia Small Business Development Center | Summer Intern | 2013

Wistar Institute | Summer Intern, Business Development Office | 2012

Geisinger Health System, Henry Hood Center for Health Research | Summer Intern | 2011

Education

Haverford College | BA in Economics | 2014

Memberships

- Public Library Association | Member | January 2020 – Present
- American Marketing Association | Member | June 2014 – Present

Volunteer Experience

American Marketing Association Central Virginia Chapter

- President | July 2017 – September 2019
- President-Elect | July 2016 – June 2017
- Communications Volunteer | June 2014 – June 2016

Ellen Roberson, Ivy Research & Advertising Manager since 2006

Professional Experience

The Ivy Group | Project Manager | April 2006 – present

- **Services:** communications strategy, facilitation, project management, market research, community assessments, executive interviews, telephone surveys, online surveys, focus groups, strategic planning
- **Skills:** Microsoft Excel, SoGo Survey
- **Representative Clients:** Lohmann Corporation, Signature Family Wealth Advisors, Queen's Library

University of Virginia | Major Gifts Training Manager | April 2004 – April 2006

- Managed design, development, and rollout of interactive "Development Forum" for major gift fund raising.
- Conducted focus groups; compiled/wrote content; determined graphics.
- Supervised audio and videotaping sessions and directed medial edits. Oversaw programming efforts.

Boar's Head Inn | Director of Communications | February 1998 – January 2003

- Supervised a rebrand, authored and implemented annual marketing plans, public relations programs, and website and advertising campaigns.

University of Virginia | Investment Analyst & Project Manager | Sept. 1996 – Jan. 1998

- Compiled data to produce monthly endowment reports.
- Managed special projects of the Treasurer.
- Administered member satisfaction surveys.

First Virginia Banks, Inc | Methods & Procedures Analyst | Sept. 1989 – Sept. 1995

- Led project team on \$720 million multi-bank acquisition and completed comprehensive compliance review for each institution.
- Ensured products compatibility with corporate standards and data systems.

Education

University of Virginia | BA in Economics | 1989