

Marketing Deliverables

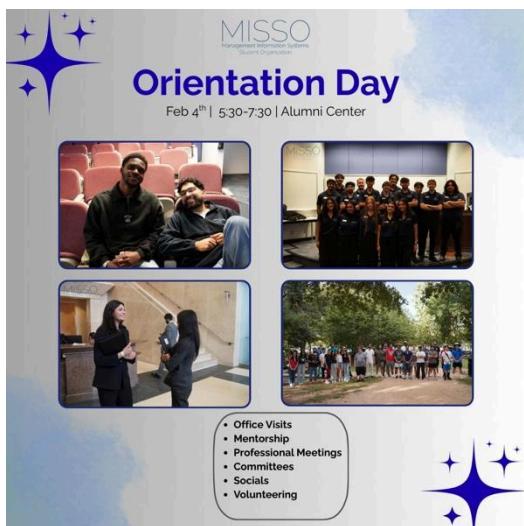
For this deliverable, please incorporate every section into your election **PowerPoint** or **Document** to maximize the showcasing of your artistic abilities. Try not to limit yourself to just Canva or a single style; use **EVERYTHING** at your disposal. The idea is to showcase your complete abilities within a week. Good luck!

1A. Use Canva or any other software to create a design for the following events (The font for MISSO is "Raleway Thin". The font for Management Information Systems Student Organization is "Raleway"). Contact me on GroupMe if you'd like a PNG or SVG of the logo. You can create your own details (location, time, etc.)

- 1.) Orientation
- 2.) MISSO Free Week (The following are MISSO Free Week Events)
 - a.) EY Professional Meeting
 - b.) Deloitte Professional Meeting
 - c.) Kokee Tea Social
- 3.) Profit Share with Pokeworks

1B. With the posts you've created, line them up as they would be shown on the MISSO Instagram page. The goal is to ensure brand consistency and an ongoing, coherent, yet universal theme. Nothing that could be mistaken for another organization's content.





1C. Explain the thought process behind your designs by describing what inspired your aesthetic choices and why you chose specific colors, fonts, and layouts. How do these elements create the feeling or message you want to convey?

When I began to put together these MISSO event flyers what I was after was for everything to look like it was truly a part of the organization not just that it was visually appealing in isolation but that it was a full consistent picture. Before I did any design work, I went through the MISSO Instagram page and looked at what past officers did go back to previous semesters to study out what they did in terms of structure of posts, what colors they used the most, and how they balanced the professional side of the organization with the more social. I saw that what made MISSO's posts the strongest was a clean blue and white palette, simple layouts, and a very modern corporate feel which I took as my base. For the EY and Deloitte

professional meetings I went a little more into sharp shapes, Raleway style type and structured compositions to match up with what was already out there for the brand. As for Orientation Day and Free Week I went a bit more out there with my design choices because those events are more casual and tie in more with food culture. I used warmer colors and more playful layouts at first, but once I put all the posts side by side as they would appear on Instagram, I could see right away that the social event designs were drifting away from the core MISSO brand. That which I was able to see I used to better inform what did and did not work and where we needed to do a better job of strengthening consistency. In total my process was a mix of research into what had gone before, playing with new ideas and constantly going back to check in with each other to make sure the result looked intentional, cohesive, and unmistakably MISSO.

2.) As the Marketing Officer, you'll be engaged with the Marketing Committee. Create a project(s) that the marketing committee will be involved in throughout the semester. Show a brief example of what it would look like.

One of the projects I will push forward for the Marketing Committee is the "MISSO Stories Project" which is a semester long content campaign to put out their member, event, and organization culture spotlight in a consistent and branded way. Each week Marketing Committee members will work together to plan, design, and publish a set of posts which will include event teases, behind the scenes content, and member features to maintain a professional yet engaging online presence. Also, as part of this project I want to work very closely with the Media Committee not only for brand alignment but to get members more involved in the content we put out. Media Committee members can help with recording, photo taking, and in general capturing what we at MISSO do best have fun, form friendships, mentoring, the energy at our socials and professional events. Then it is up to the Marketing members to edit, design and put together these assets into what will be polished Instagram posts, reels, and story templates. This project gives students a real hand in shaping MISSO's image, improves cross committee work, and we will be able to put out a truly member driven and in depth look at what we as a group are all about each week. For instance, in Week 3 of the MISSO Stories Project the Marketing Committee will come together to put out a full set of coordinated content. This will include a pre-event post for the upcoming Deloitte meeting, a member feature like "Meet Ayanna MISSO Mentor and Marketing Committee Member" which will be designed using our standard template, and a short 15-25 sec event wrap up reel which will be a mix of media from the Media Committee with polish and brand

elements added in by the Marketing team. Also, throughout the week the committee will be putting out a behind the scenes Instagram Story series of things like poster making, planning sessions, and orientation prep. This weekly structure we put in place will keep our online presence going strong, professional and member driven.

3.) Besides the artistic component needed to make designs, what qualities do you think you have that make you fit for this position? What would you improve regarding MISSO's marketing, *and what's something new you would implement?*

Besides the artistic aspect what I bring to the table is my strategic thinking and trend analysis which I do beyond just design for look and feel. Also, I am very detailed, consistent, and intentional with branding I did that by studying up on MISSO's past Instagram posts and figuring out what did and didn't work. Also, I am a good team player which includes doing what I can to have all team members feel included and valued which I think is key to leading a committee. A structured MISSO Member Testimonial Series. We will put out real student stories short quotes, success moments, or what they love about MISSO which in turn will grow our base of trust, connection, and relatability for present and future members. I will create consistent branded templates for these testimonials, and we will post them often during Free Week, major events, and recruitment periods. This project will not only improve MISSO's brand identity but also present our community in a more genuine and engaging light.