

Branding Suite Project:

Casey Stutz

Creative Brief



Project Overview

This is my branding suite project with a focus on my professional and personalized logo. I wanted my logo to be clean-cut with a bit of flare to show both my work ethic but also my creativity. Working in PR and marketing it's valuable to show your productive and innovative self to your potential employers.

Color & Font

Pink represents love and compassion and is used to communicate energy and encourage creativity. Brown is perceived as reliable and comfortable. These are qualities that I ensure that others see within me. These colors offer trust and perseverance and I've always seen myself as a determined and honest individual. The two fonts that are used in the logo are Bebas Neue and Snell Roundhand.

Theme & Audience

The theme that I want to be portrayed through my logo is that I am a trusting, caring, and reliable individual who is passionate about their work and the people in their life. My audience is my potential employer who will see my personalized brand as someone who they want to be a part of their efforts in the marketing or PR world. It's important that I convey professionalism with a splash of individuality.

Branding Suite



C: 0%
M: 100%
Y: 0%
K: 0%

C: 3.53%
M: 28%
Y: 0%
K: 0%

C: 0%
M: 0%
Y: 0%
K: 0%

C: 53.33%
M: 58.35%
Y: 71.2%
K: 16%

BEBAS NEUE REGULAR | SIZE 268.05 FONT

Snell Roundhand
Regular / Size 61 Font



Casey Stutz

CASEYSTUTZ1018@GMAIL.COM | (973)-714-3779 | 7 HARWICH ROAD FLANDERS, NJ 07836

To whom it may concern,


I am a fourth-year public relations student at Auburn University with an interest in public relations and marketing. In my past positions whether on campus or off, I focused on collaboration, communication, adaptability, and organization to enhance my skill set. Using these qualities improved business and social media/digital media operations and I can undoubtedly do the same for [Company]. I am interested in a full-time job in the area of marketing/PR and I would love to learn more about the possible opportunities.

While being a full-time college student I was involved in our campus news station called Eagle Eye TV and a job at the Foundations of Giving as an assistant supervisor. During my time with Eagle Eye TV, I strategized with other team members for daily content on all social platforms to gain more attraction to the news show. While being an assistant supervisor, I had the opportunity to interview potential employees, create schedules for the employees and call logs through an online computer system and Microsoft Office. Currently, I maintain a 3.85 GPA while also working remotely as an intern for Sports Innovation Lab and Athletes Unlimited. I create and distribute weekly content schedules for marketing and analytics, newsletters for the email list and website, and graphics using Canva and Photoshop for all social platforms. I conduct research on media contacts for press releases and report launches while working for Athletes Unlimited. Through the summer I worked at Sports Innovation Lab and Hairstory. At Hairstory I performed daily tasks requested by my superiors including tracking and uploading packages through Shopify and Excel. I also produced social content calendars using LoudCrowd and UGC, tracked media metrics, researched and communicated with potential influencers, and sent out PR packages.

Through my experience, I have grown as an individual and learned to take on anything handed to me. Responsibility and organization are my middle names. I am capable of working at a fast pace while also ensuring that the products delivered are of the best quality. I am motivated to continue to gain experience and valuable knowledge for my professional career. I am confident that I will be fully committed to this job opportunity and I sincerely hope you will consider my qualifications and experience for your program.

Thank you,
Casey Stutz

Letter/ Envelope

	CASEY STUTZ 7 HARWICH ROAD FLANDERS, NJ 07836	INSERT STAMP HERE
YOUR NAME HERE 123 ADDRESS STREET CITY, STATE ZIP CODE		

Business Card

Front



Back





Casey Stutz

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EDUCATION

Auburn University, Auburn, AL
Bachelor of Arts, Public Relations
Minor: Marketing

AUGUST 2020 - PRESENT
GPA: 3.85

EXPERIENCE

Sports Innovation Lab and Athletes Unlimited, Boston MA

Marketing/PR Intern
JAN. 2023 - PRESENT

- Creates and analyzes strategic digital content and SEO for the Website, LinkedIn, Instagram, Youtube and Twitter.
- Writes weekly newsletters, copy for social and presentations relating to the company's data and upcoming events.
- Works on the development and implementation of new social media plans to increase brand awareness and gain attention to upcoming briefings.
- Researches and contacts media contacts for upcoming report launches and tracks press/media on reports

Hairstory, New York, NY

PR & Marketing Intern
MAY 2023 - AUG 2023

- Strategically planned the monthly social schedule for social platforms using UGC from LoudCrowd.
- Communicated with and sent out PR packages to influencers through Shopify and email.
- Formulated ideas and tracked content for different platforms using Excel, presentations, and social listening.

Alumni Center, Auburn AL

Assistant Supervisor
JAN. 2022 - DEC. 2022

- Co-lead a team by managing calling schedules, hours, team schedules, and total donations through Microsoft Office.
- Fundraise for future success by handling credit transactions over the phone and digital outreach through online programs for the Auburn Community and University's programs and scholarships.
- Enhanced my personal communication skills by learning how to successfully speak with and gain the trust of donors and enhanced leadership skills within a team.

Fiddler's Elbow, Bedminster NJ

Banquet and Pool Waitress
MAY 2021 - DEC 2022

- Strong sense of professionalism and customer service, with an emphasis on teamwork.
- Handled customer complaints with good listening skills and management.
- The ability to multitask in a fast-paced environment, requiring good communication skills, memory and the ability to provide quality service efficiently.

Vector Marketing, Auburn AL

Social Media Marketer
MAY 2021 - SEPT. 2021

- Connected with potential clients through calls and socials.
- Designed advertisements and social media posts daily for all platforms (i.e. Tik Tok, Instagram, and Snapchat) to gain new customers.
- Obtained strong organizational skills between scheduling interviews through a computerized system for potential workers and deciding which social media to use for marketing purposes each shift.

REPORTING/MEDIA EXPERIENCE

Eagle Eye TV, Auburn AL

Marketing Team
JAN. 2021 - PRESENT

- Skilled in Adobe Photoshop, Illustrator and Premier, photography, interviewing, and videoing.
- Strategize with the marketing team to distribute meaningful media and gain a better following and reach larger audiences.