



SOLICITATION NUMBER:
RFP 2023-02

MARKETING AND
PUBLIC RELATIONS SERVICES



Selection Committee,

Thank you for presenting this exciting opportunity to submit for the Huerfano County Solicitation (#2023-02) Marketing and Public Relations Services RFP. My team and I are strongly invested in this proposal because we believe AdPro is the ideal marketing partner for Huerfano County. Our team is very excited about the possibility of working with you to promote tourism, increase demand for local attractions, businesses, and entertainment, promote festivals and events, and foster civic pride and ambassadorship.

We are committed to helping you achieve your goals to assist with Huerfano County's overall marketing and advertising strategies across digital channels. We will advise you how to achieve the greatest return on your marketing investment, as well as construct a creative marketing plan and collateral creation. The AdPro team will take care of media purchase placement, results auditing and analysis, updates on trends and best practices, and provide our public relations expertise to support your communication efforts.

Here are a few reasons why we believe we are the ideal marketing partner:

- We are located in Southern Colorado and work with clients throughout the Southern regions of Colorado.
- Our team has over twenty years of experience in tourism and deep experience working in Colorado Springs, Pueblo, Trinidad, Raton and Santa Fe.
- We have a strong team of digital experts who have experience in every aspect of digital and web and know how to strategically collaborate with the traditional media team.
- We have the workforce and resources. We are 40 people strong and have a senior team who has been with us for eight to ten years. We are a full-service marketing firm, offering all services under one roof, including research, strategy, creative, web development, PR, audio and video production, and digital marketing and traditional media planning and buying.
- Our team is highly collaborative and client-focused. Your wins are our wins.
- We have buying power. We are the largest media company in Southern Colorado, meaning we have the resources necessary to get maximum exposure for your investment. In 2022 we generated \$504,568 in additional free coverage for Phil Long Enterprise alone.
- We are excited, energized, and eager to partner with you to drive economic development in Huerfano County.

Thank you for reviewing our proposal and considering AdPro as your marketing partner. We are honored to be considered and look forward to hearing from you soon.



Camille Blakely
President, AdPro

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1. History and Structure of AdPro



AdPro is a full-service advertising agency located in southwest Colorado Springs. We were founded in 2012 as the advertising partner for the Phil Long Enterprise. In 2014, AdPro became an LLC and now works with various clients locally, regionally, and nationally. Phil Long's businesses and nonprofits make up 50% of our revenue. Other key clients include U.S. Olympic & Paralympic Museum, the Colorado State Fair, Visit Golden, UCHHealth, Pikes Peak United Way, Trinidad State College, Downtown Trinidad Development Group, Trails, Open Space and Parks (TOPS), Fishers Peak State Park, and Picnic Basket Catering Collective.

We are a team of 40 experts who provide the full scope of marketing and advertising services in our Colorado Springs office. Our services include in-house research, strategy, account services, digital ad planning and buying, traditional media planning and buying, brand identity, creative concepting, graphic design, website design and development, social media strategy, planning and posting, public relations, and audio and video production. Having all of our services in-house gives our clients a unified voice, consistency in messaging, greater efficiency, and superior quality control. We are experts in campaign tracking and accountability.

We are one of the largest advertisers in the state, which means we can negotiate low rates even during premium periods. We can also secure significant value-added media weight, making our clients' media presence more dominant for a much lower financial investment.

At AdPro, we still buy the old-fashioned way, one rate at a time. We sit face-to-face with your local media reps and negotiate every single rate, getting it to the lowest price we can and still have it run. We also check every commercial invoice to ensure the spots run at the correct rate and at the right time. It's called post-analysis, and only a few ad agencies buy this way anymore. It should be a given, and it's the kind of service you can expect when you partner with AdPro.

Our services include:

RESEARCH

- Qualitative
 - Focus groups
 - One-on-one interviews
 - Customer intercepts
- Quantitative
 - Online surveys
 - Phone surveys
 - Competitive analysis
 - Audience profiling
 - Behavioral targeting
 - Conversion mapping
 - Database matching
 - Householding

STRATEGIC PLANNING

- Strategic planning meetings
- Strategic marketing and communication plans
- Annual meeting facilitation

CREATIVE SERVICES

- Creative concepting
- Creative strategy
- Brand identity
- Copywriting
- Scriptwriting

GRAPHIC DESIGN AND PRODUCTION

- Logos
- Illustration
- Brand guidelines
- Print
- Collateral
- Catalogs
- Newsletters
- Signage
- Point-of-purchase
- Vehicle wraps

- Landing pages
- Book covers
- Digital assets
- Environmental graphics

INTEGRATED MEDIA PLANNING

- Media research tools
- Big screen strategies
- Small screen strategies

INTEGRATED MEDIA NEGOTIATION AND BUYING

- Traditional media
 - Network TV
 - Cable
 - Radio
 - Print
 - Out-of-home
 - Theater
- Digital Media
 - OTT
 - Streaming audio
 - Podcast media
 - Value-added negotiation

ADDITIONAL DIGITAL SERVICES

- SEO
- SEM
- Retargeting
- Geofencing
- Digital display
- Online video
 - Pre-roll
 - YouTube
- Social media
 - Organic
 - Paid
- SMS/Text campaigns

WEBSITE DESIGN AND DEVELOPMENT

- Website development and analysis
- Hosting services
- Site map development
- Platform recommendations
- SEO keyword research
- Optimized copywriting
- Content implementation and formatting
- Plug-in implementation
- Browser testing
- Google Analytics set-up
- Client training
- Website monitoring
- Website updates and plug-in testing
- A/B testing
- Website maintenance
- Ecommerce partner analysis
- Ecommerce partner negotiation
- Ecommerce partner monitoring

MEASUREMENT/ROI

- Integrated media post-analysis
- Digital benchmarking
- Analytics tracking
- Purchase funnel results tracking

DATABASE MARKETING

- Email marketing
- Direct mail
- Campaign testing
- Lead evaluation

PUBLIC RELATIONS

- Reputation management
- Internal communications
- Media relations
- Press releases
- Press conferences
- Content creation
- Speech writing
- Media coaching
- Public meeting facilitation
- PR monitoring and reporting
- Crisis communications
- Event planning & management
- Sponsorship strategy
- Philanthropic giving strategy

VIDEO PRODUCTION STUDIO SERVICES

- Casting
- Location shoots
- B-roll shoots
- Studio green screen shoots
- Portable/location green screen shoots
- Steadicam shoots
- Drone shoots
- Still photography/photoshoots
- Photo and video editing
- Television ads
- Aspect ratios optimized for social media (landscape, vertical, square, etc.)
- Digital video conversion
- Video sliders
- Visual effects

- 3D animation
- Motion graphics
- Upscaling video to HD and 4K

AUDIO STUDIO SERVICES

- Voiceover recording (In-house sound booth)
- Voiceover talent
- On-hold messaging
- Mixing and mastering
- Noise reduction, cleanup, and restoration
- Asset management
- File outputs and conversions to MOV, MP4, AVI, MPEG, PRORES 422, PRORES 4444
- TV station distribution
- Archiving video assets to a server

2. Expertise and Experience



The AdPro team has **extensive experience** providing PR, marketing, and digital services to tourism, government entities, and economic development projects. Camille Blakely, our president, will lead our Huerfano County Marketing and PR team. She has 33 years of relevant experience, including years of event strategy and management with the U.S. Olympic & Paralympic Museum, the Colorado State Fair, the City of Cripple Creek, Colorado Springs tourism campaign, City for Champions, Downtown Colorado Springs, the City of Manitou Springs, and the Town of Monument. She has also led communications efforts for mayoral campaigns and many nonprofit fundraising events, as well as experience in crisis communications, having a pivotal role in developing Manitou Springs' Flood and Fire Crisis Communication plan. The individual experience of every team member is detailed in their professional bios, and below is a list of tourism and government clients we have worked with:

- Colorado Springs Airport
- Visit Golden
- Colorado State Fair
- Cripple Creek Tourism
- UCHealth Next Chapter
- U.S. Olympic & Paralympic Museum
- City for Champions
- Rocky Mountain Women's Film Festival
- Tri-Lakes Chamber of Commerce
- Trails, Open Space, and Parks (TOPS)
- Colorado Springs Chamber and EDC
- Downtown Colorado Springs
- City of Manitou Springs
- Town of Monument

Additionally, our AdPro team has **deep experience** in Southern Colorado:

- Salud Family Health Services, Trinidad
- The Marketplace
- Mt. Carmel Veterans Service Center with locations in Colorado Springs, Pueblo, and Trinidad
- Mt. Carmel Wellness and Community Center
- Downtown Trinidad Development Group
- Trinidad Hilton Garden Inn
- Club14 Garden Grill and Pub
- Sister Blandina Wellness Gardens
- Sister Blandina Gift Shoppe
- Phil Long Toyota
- Phil Long Ford, Chrysler, Dodge, Jeep, and Ram
- Fishers Peak State Park

INTEGRATED MEDIA

We recommend integrating messaging across traditional, digital, social, and owned-media platforms such as your website, blogs, events, email, texting programs, online communities, and public relations. Even though digital marketing is crucial in today's climate, broadcast, print, and radio are still vital to marketing. These traditional media outlets have large user bases, providing a vast pool of potential customers for conversion. It is necessary to integrate digital marketing with traditional media strategy in a way that continues the conversation with your audience. This journey can vary and be specific to each person, but it always includes multiple channel touchpoints.

This is where we shine – AdPro's full-service menu of advertising and marketing expertise and capabilities gives us the ability to create and execute a comprehensive strategic plan. From messaging, public relations, communications, and negotiating the best prices to executing professional, evidence-based deliverables, including marketing content, social media posts, digital marketing mixes, radio and television productions, and even brochures and billboards – we do it all. By having an integrated strategy that covers all advertising avenues, you can be assured that we will get your message out and show you results you will not see with any other team.

TRADITIONAL

Media stewardship of the negotiated buys is one of our most valuable services. Diligent tracking ensures delivery of negotiated media and promised added value. We check advertising schedules and invoices for optimal rotation and missed spots or impressions. When a media partner does not deliver audience guarantees, additional media is bonused to ensure that target audience impressions are distributed as ordered. Clients shouldn't have to pay for discrepancies or poor-quality media; with us, they never will. As previously mentioned, we negotiate every rate and check every commercial invoice to ensure the spots run correctly and at the right time in post-analysis.

PUBLIC RELATIONS AND COMMUNICATIONS

AdPro has a strong communications team focused on best articulating Huerfano County's unique offerings to the community and beyond. Our communications department will be pivotal in the day-to-day activities when sending communications out to Huerfano County members. They will also be heavily involved in event public relations, assisting Huerfano County's partner agencies, crafting press releases and documents for public information, and emergency communications.

DIGITAL

Our culture in recent years has required many of us to adapt to a more virtual world, where we embrace the media landscape to build and maintain personal connections. The same can be said about digital marketing — where consumers continue to seek personal interactions.

Worldwide digital ad spending is expected to rise to \$441.12 billion in 2022 (making up 58.7% of total media ad spending), ensuring that the most effective messaging and channels are being used to reach the right audience. Marketing trends are constantly changing to reflect new technologies, evolving consumer behaviors, and our world. The AdPro experts prioritize staying up-to-date on trends that better resonate with your target audiences.

We provide analytics as frequently as every week, depending on the campaign's needs, and adjust the strategy quickly to target goals effectively and efficiently.

With this in mind, we would approach your marketing with the following objectives:

- Boost engagement
- Build trust with individuals when making important decisions.
- Increase visibility and search traffic
- Develop authentic content for brand awareness and trust
- Offer a consistent experience in users' engagement journey

PAID SOCIAL

Paid social allows us to be hyper-targeted with our audience. AdPro's social media strategy is to use social media platforms to introduce new users to Huerfano County, including Facebook, Instagram, LinkedIn, and TikTok.

- Facebook has over 2.9 billion Facebook users worldwide. This allows us to tap into numerous data sets, enabling us to be in front of the right person at the right time.
- Instagram is a photo-sharing platform that now incorporates videos similar to TikTok and targeted photo and video ads. With 27% of users saying that they find new products and brands through paid social ads and a reach of over 1.2 billion people, Instagram ads are essential in any digital marketing campaign for brand awareness, reach, lead generation, and conversions. Fundamental to the tourist demographic, over 500 million Instagram users view Stories (paid and unpaid) daily.
- TikTok is a platform that combines the power of social media with video storytelling. According to DataReportal, TikTok passed 1.5 billion users total at the start of 2023 - a larger audience than Instagram. TikTok is an excellent platform for awareness AND engagement, which is about authenticity and creativity. These can also link to long-form videos for more detailed information.
- LinkedIn is a business networking platform that will reach a different audience than other social media platforms, with over 690 million members who have twice the buying power of typical online audiences. Using video, photo, and email messaging, paid ads to help reach the family decision-makers with the most financial responsibility.
- Twitter is the best platform to provide quick easy to digest content to your followers. Overall, about 40% of social media users state that they use Twitter regularly, making sure that the county has a presence on this platform is important for consistent communication with community stakeholders.

CONTENT MARKETING

Content marketing is necessary when trying to navigate the digital landscape. The internet is a universal hub of knowledge - rising to the top to gain notice from your target audience involves regular, engaging content creation to help establish brand identity and credibility.

Examples of content marketing include:

- Blogs to showcase your unique community, share relevant resources, and introduce engaging topics to your community and stakeholders. According to HubSpot, 56% of marketers believe blogging is effective, and 10% say it generates the most significant ROI.

- Podcasts are becoming very popular over the last few years, and this market is expected to reach more than 2 billion by 2023. These can be conversational and offer an opportunity to introduce fresh and personal content and create tourism-centered content.
- Videos still reign supreme regarding internet popularity and consumer traffic. Short-form video can be great for many media outlets and social platforms, but long-form video performs best on YouTube and websites. You can engage prospective and current visitors through storytelling while avoiding high drop-off rates. Or videos can focus on insightful data visualizations highlighting your county's unique values and priorities.
- Influencer Marketing is an established strategy that has evolved to include micro-influencers or those who connect with a niche audience targeting a particular group (such as prospective tourists/visitors). You can leverage current community influencers with an established social media presence to reach visitors more directly and personally. This strategy requires collaboration and, again, authenticity. Posts can feature the county's parks, Spanish Peaks Regional Airport, Spanish Peaks Country, the County Tourism Board, etc.
- Data storytelling continues to be critical with the volume of digital content available today. Effective content marketing for travel and tourism simplifies your county's story and message. Visual storytelling is a way to channel your main messages its values and direction to create a more personalized and passionate digital marketing strategy.

WEBSITE DESIGN AND DEVELOPMENT

AdPro designs and develops websites by strategically blending user experience with brand storytelling that earns high-value customers. From customized nonprofit websites and product landing pages to the county intranet and partner portals, we are committed to providing the best UX/UI elements to create high-performing websites.

From Mt. Carmel Veterans Services to Phil Long Customs, we integrate marketing, IT, and product departments of large organizations and growing companies to deliver industry-leading websites and user experiences. We apply learnings from case studies and CX data to engineer and design impactful digital products our clients use.

CUSTOMIZED WEBSITE DEVELOPMENT

Our web developers specialize in front and backend development. Our experienced team utilizes the latest development tools, platforms, and frameworks, including AngularJS, JQuery, Sitecore, WordPress, Drupal, etc. We build customized websites that are robust and scalable.

CUSTOMER EXPERIENCE STRATEGY

AdPro's expertise in user experience, customer experience, and digital marketing strategy ensure our clients improve engagement with their audience and increase conversions. We apply learning and development techniques fueled by user experience data and behavioral science.

THIRD-PARTY CUSTOMIZATION AND INTEGRATION

We integrate new software with platform-based applications and tools such as ERP, CRM, etc.

ADVANCE API INTEGRATION

Our highly skilled development team provides third-party API integration services. Our team has experience in API integration, CMS systems, Payment APIs, and other cloud-based APIs.

The website development process is not limited to just the coding process, and several pre-production steps are crucial to the overall design and scope of work. Following this process correctly creates an efficient and effective workflow to get the product to launch.

- Information gathering and discovery
- Planning and analysis
- Content writing
- Wireframe and design
- Web development (coding)
- Testing, review, and launch
- Maintenance

WEBSITE MAINTENANCE

Website development is not a turnkey process, where once a website is set live, it will continue to run optimally. The AdPro team collaborates to ensure your website continues to operate efficiently, maintain current APIs and integrations, proper and consistent hosting, updated information, and search engine optimizations. The internet is constantly changing with technology – we ensure our client's sites stay up-to-date and relevant.

AdPro is committed to ensuring all online content and deliverables are perceivable, operable, understandable and robust. Our dedicated digital strategists and developers follow ARIA standards and best practices according to ada.gov in all web assets when applicable.

AdPro takes into consideration alternate text on images, easy to use keyboard functions for navigation, accessible colors and contrast, title tags, responsive page design, and clear page structure to accommodate for varying abilities. Our web development team will also make sure that we optimize and correctly write `<iframes>`, as well as incorporate inclusive design through properly labeling buttons and anchor text, sizing icons and CTAs to be readable and clickable and providing adequately spaced text.

Additionally, we take accessibility into consideration for all of our creative executions, prioritizing readability and design for our graphics, while subtitling video creative and providing transcripts for audio-only creative.

In addition to all our websites following the most recent ADA standards and best practices, we take the security of your website seriously. Along with secure hosting solutions, our team provides monthly maintenance including:

- Weekly Website Backups – weekly backups to separate server and/or cloud storage
- Theme & Plugin Testing & Updating – keep all core CMS services & third-party plugins up-to-date
- Replacement Out-of-Date Software
- Real-time Malware Monitoring – live monitoring known malware infections
- File Change Warning Monitoring – live monitoring of website file changes
- Uptime Monitoring – alerts for uptime and downtime monitoring and moderating actions with site host to resolve issues
- SSL Certificates- provides secure internet connect and safeguards sensitive data

All of the above maintenance solutions, ensure the **best security** for your websites.

SEARCH ENGINE MARKETING

Search engine marketing (SEM) is a fast and effective way to be present for users actively researching Huerfano County community services. The higher you rank in search engines; the more likely users will visit your website and access your offerings. SEM effectively attracts attention and generates clicks by allowing users to filter based on the words they seek, ensuring traffic is comprised of people interested in Huerfano County. In addition to ads on Google, Bing, and Yahoo, contextual advertising on other websites allows for even further reach by appearing on websites with information in regards to Huerfano County services.

SEARCH ENGINE OPTIMIZATION

Organic search is the number one driver of website traffic. Search is critical in the website journey, and Google dominates all search engines. You must invest in improving your search rankings to stay relevant despite trending topics and algorithm changes and ensure that users can access your content when they need it the most. Ideas and strategies we would use to audit your website and improve your results follow:

- Use Google Trends to analyze search patterns across competitors
- Conduct keyword research to investigate natural language search (including voice search)
- Research top landing pages from organic search
- Utilize your internal site search results from Google Analytics
- Identify search volume for particular branded and non-branded queries and keywords
- Identify any broken links, monitor attempted pageviews of those, and set up a 404 report
- Review and update your Wikipedia page
- Optimize your media content (videos and photos)
- Cultivate quality links from high-ranking and authoritative websites
- Develop an engaging presence on social media to expand the quality and quantity of social shares and post engagement
- Ensuring website and landing pages have proper HTML characteristics, including tags, URLs, headings, and other authority measures
- Utilizing geographically targeted methods to communicate with local, national, and even international users
- Improving trustworthiness through domain and page authority as well as minimizing bounce rate
- Providing a mobile-friendly, fast-loading, and secure online experience to users

VISUAL IDENTITY AND GRAPHIC DESIGN CONSULTATION

The graphic design team we have in place has anywhere from eight to thirty years of experience, and all have worked with tourism and government clients. That range of experience means we can do everything from ongoing production art projects, such as business cards and signage, to high-end brand identity and branding campaigns. We have worked with other local municipalities to update their brand identities and guidelines. Once finalized, we provide detailed brand guidelines to ensure proper identity usage and facilitate consistency. In addition to the design expertise, we also bring creative concepts and copywriting services to the team, providing integrated creative strategy. If you need help brainstorming, we can do that too.

Our Services Include:

- Creative conceiving
- Creative strategy
- Copywriting
- Graphic design
- Brand identity
- Illustration
- Print
- Digital
- Collateral and branded merchandise
- Signage
- Environmental graphics
- Landing pages

VIDEO SUPPORT

The AdPro team has full video support capabilities, with the ability to do the day-to-day storytelling up to the branding videos. Partnering with the AdPro video team, we can take any project from concept through production, whether in the studio or on location. The team includes writers, producers, and experienced editors to ensure the videos are on-brand and meet the standards your audiences expect.

- Creative conceiving
- Scriptwriting
- Casting
- Location shoots
- B-roll shoots
- AdPro studio green screen shoots
- Steadicam shoots
- Drone shoots
- Still photography (simultaneously)
- Video editing
- 3D Animation
- Motion graphics

3. Approach to Client Service

We are a team that thrives on partnering with our clients and standing next to them as we strategize and achieve their wins. We are savvy at what we do – we take a systematic approach based on our expertise and experience and ensure that our clients are in-step and know the how and why of everything we do on their behalf. At the heart of AdPro's work ethic is communication – keeping the entire team – including our clients – apprised of how their roles fit into the overarching strategy and ensuring we stay on target for achieving your goals. Marketing, just like any other game, starts with a winning strategy.

STRATEGIC PLAN

AdPro is uniquely positioned to effectively and efficiently handle all of the Huerfano County marketing and public relations services functions. Our team includes experts in every aspect of marketing and communications. We provide the complete scope of services to our clients, including:

- Goal setting and outcome accountability
- Quantitative and qualitative research
- Strategic communications and planning
- Brand strategy and activation
- Creative conceiving
- Content creation
- Media strategy, planning, and buying
- Digital strategy and analytics
- Website design and development
- Audio and video production
- Print production and fulfillment placement
- Invoice verification and negotiation
- Campaign tracking and reporting

Organizational flowcharts, budgets, and reporting charts and graphs will give you the playbook view of everything we're working on at all times. Our fiscal flowchart will detail when and where all media is running. Our monthly budgets will detail every penny spent on your behalf. Each time there is an update on these budgets, we make the adjustment and send you a current, dated copy.

Our analytics and tracking reports will show you where you stand at any given moment. We also welcome you to jump in and check Google Analytics any time to see how your campaigns perform. At AdPro, we are highly ethical and transparent, taking our jobs as stewards of your marketing budget very seriously.

We recommend beginning with a strategic marketing session where Huerfano and the AdPro team develop the overall marketing and advertising strategy. This full-day session is where we discuss where you've been, where you are, where you want to go, and how to get there. We recommend the following process:

THE STRATEGIC PROCESS

A well-defined strategy is essential to generate results from your marketing investment. AdPro starts every project with your unique plan in mind. It is crucial to know what will work based on your goals, your services and communication efforts, who you're trying to reach, and what you want them to do.

Your marketing message has to identify what makes you different and how your services benefit your target audiences. The backbone for a successful strategy starts with a strategic marketing session followed by a Strategic Marketing Plan that will provide a roadmap for all of us to follow throughout the year.

After this initial session and you have edited and approved the Strategic Marketing Plan, it will guide all of our efforts, and we will be committed to it. We will check in quarterly for refinements but typically only make significant changes once we sit down a year later. This process provides structure, discipline, and accountability in our marketing efforts. Here are the seven steps we will take you through to ensure your brand is on target, your messaging is on-point, and your marketing tactics focus on creating results. We will guide you through this entire process.

STRATEGIC PLANNING SESSION AND MARKETING PLAN

Step 1. Involve Your Strategic Team

- Set aside a block of uninterrupted time
- Involve critical strategic thinkers in your organization
- Meet off-site to get away from day-to-day demands
- After an initial session, meet quarterly for check-ins
- Camille will lead the strategic session
- AdPro will film, take notes, and provide detailed reporting
- This session will yield the Strategic Marketing Plan

- Primary research
- Secondary research
- Do we need a baseline study to determine brand awareness?
- Do we need a baseline study to determine community awareness?
- Do we need focus groups to get meaningful feedback?
- Do we need focus groups to get input on our current creative direction?

Step 2. Do Your Homework

- Look around you
 - Macro to micro
 - Economic environment
 - Industry trends
 - Competitive analysis
 - Current awareness level
 - Current positioning
- Look in the Mirror
 - Outcomes
 - Strengths and weaknesses
 - Current positioning
 - Reputation assessment
 - Website analytics
 - Social media analytics
 - Digital campaign performance
 - PR exposure values

Step 2. Do Your Homework (continued)

- Past marketing analysis
Who are your Ideal Audience:
Primary, Secondary, and Tertiary?
- Age, income, education
- Where do they live?
- How do they live?
- What do they like to do?
- How do they interact with you?
- What are their buying habits?
- What are the best ways to reach them?

Step 3. Find Your Strategic Position and Commit To It

- What makes you unique?
- How is the world a better place with you in it?
- What is your vision?
- What is your mission?

Step 4. Set Measurable Goals

- Community awareness
- Brand recognition
- Website traffic
- Website forms filled out
- Event and site attendance
- Social media engagement

- Impressions/digital click-throughs
- Increased awareness/visibility

Step 5. Develop Strategies and Tactics

- How do you get from where you are to where you want to be?
- What are the strategies you'll use to accomplish this?
- Who do you need help from to make this happen?
- What partners can help us get there faster?
- What tools will you need to make this happen?
- How will you communicate this to your team, so everyone is on the same page?

Step 6. Anchor the Plan

- Timeline — set specific benchmark dates
- Determine who is responsible for strategy and tactic follow-through and implementation
- Budget — what will it cost?
Detailed flowchart and monthly budgets

Step 7. Assess, Adjust, Celebrate

- What will you evaluate?
- How often will you evaluate?
- Don't hesitate to make changes
- Communicate every step
- Celebrate the victories along the way

ONBOARDING AND CAMPAIGN TIMELINES

We will begin the process with a kick-off meeting with Huerfano staff and key stakeholders/partners at our AdPro office. There we will be able to introduce our team and showcase our facilities and tools at Huerfano County's disposal. Then we will move on to individual meetings with each key stakeholder/partner and staff to learn more about their role in Huerfano County and how we can best work with each member moving forward to ensure a seamless transition.

AUDIT EVALUATION CRITERIA

AdPro will audit Huerfano County's current and previous marketing and communications efforts. To complete this audit, AdPro will assess and perform the following:

- AdPro will assess all marketing and communication plans for the last five years
 - Includes yearly budgets and flowcharts
- AdPro will gain access to the backend of current websites
 - Identify how each site is set up, what CSS platform is in use
 - Identify any plug-ins or themes currently in use
 - Identify any tags or pixels installed on the site
- AdPro will meet with current marketing employees and contractors
 - We will also schedule meetings with any vendor contacts to assess if they are still needed
- AdPro will evaluate copies of all collateral from the last five years
- AdPro will evaluate copies of all marketing and communication assets from the previous five years
- AdPro will review metrics from current campaigns, including
 - Newsletter open rates
 - Website traffic
 - Digital marketing campaign metrics include conversion, click-through, impression share, etc.
- AdPro will review attendance data from events over the last five years
 - Attendance numbers
 - Attendance demographics
 - Zip code data

COMMUNICATION METHODS AND APPROACHES

AdPro prides itself on establishing long-term partnerships and providing full-service agency services to support our client's goals. For Huerfano County, we would be an extension of your team to collaborate and enhance the planning and implementation of marketing and advertising to further the county's presence, image, and reputation. AdPro would have no problem commencing work immediately upon award and contract completion.

You will have a dedicated team with a point person who will manage day-to-day communications, but the entire team is available to you anytime.

Our AdPro team is efficient, proactive, and known for its quick response time. We will respond within 24 hours or 1 business day of an inquiry, but most likely much sooner. We are also expert communicators – we take minutes in every meeting, whether it's over the phone, on Zoom, or in person, and distribute notes to everyone promptly after.

We can happily attend on-site meetings or are happy to host your team in our offices at any time. With our full-service team in the office at all times, the Huerfano County team is welcome to collaborate with our creatives, working directly with our content team, graphic designers, or production editors whenever convenient. Our accounting personnel is also available if any questions or concerns arise. In the end, we are your team of experts ready to help you succeed.

4. Similar Engagements • • •

COLORADO STATE FAIR

We began working with the Colorado State Fair in December 2020. Each year, we have created a strategic marketing plan that identified what makes the Fair different and how its services benefit its target audience. The strategic marketing plan guided all of our efforts.

The objective was to market this unique venue and increase attendance and ticket sales while building lasting awareness of the event.

AUDIENCE

Through Nielsen Scarborough research, we identified the whole of Colorado as our primary demographic, appealing to individuals and families eager for outings and activities that provided outdoor space, safety, and family-friendly fun.

We focused on accessibility in Colorado via the I-25 corridor and a diverse set of audiences, including:

- 4-H and FFA Communities
- Commercial Exhibitors and Vendors
- The Carnival Ride Enthusiast
- The Fair Foodie
- The Concert-goer
- Hispanic Population

MARKETING APPROACH

Since the audience was varied, we spread marketing efforts over different digital channels, including digital display ads, video or pre-roll YouTube ads, and social media ads targeting each of our audiences. We focused on the accessibility of the Fair from I-25 and creating website content that targeted each type of visitor. Colorado State Fair and social media are a match made in heaven. The State Fair's sights, sounds, and nostalgia provide an excellent platform to promote and elevate the experience. During the months leading up to the Fair, the Colorado State Fair shares 3-4 posts per week on Instagram and Facebook.

Because the State Fair has such an impact on Colorado's agricultural communities, we turned to radio and outdoor billboards to appeal to rural audiences. Using Nielsen's County Coverage Ranker, we were able to identify radio stations that had the most impact by county, allowing us to buy media with radio in rural counties across the state. We also adjusted our billboard creative to focus on messages that best serve rural audiences, showcasing region specific livestock and activities depending on the area.

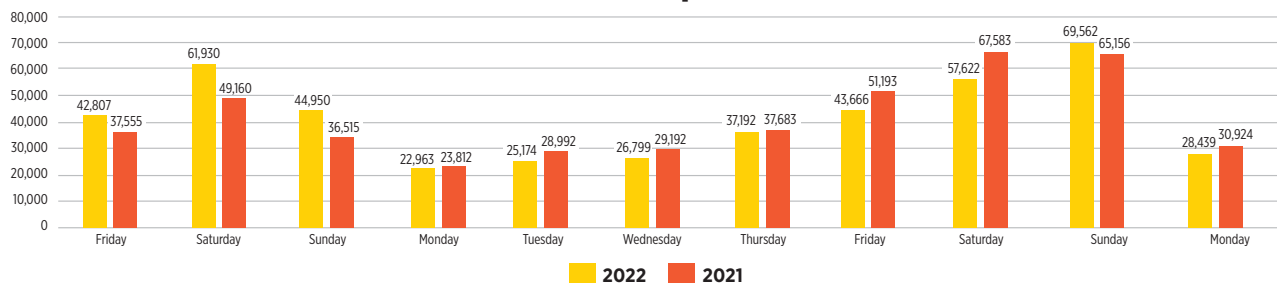
Our Communications Team focused on striking the right balance in content across multiple platforms while taking advantage of current trends. We promoted user-generated content to improve brand credibility. To encourage early ticket sales last Spring, our team contacted Governor Polis to request a video. Governor Polis filmed his video in a user-generated style to announce a flash sale. For the 150th Anniversary of the Colorado State Fair, he announced that admission tickets would be \$1.50 each for a limited time.

RESULTS

We monitored our digital strategy throughout the campaign, refining messaging and targeting to ensure maximum impressions and conversions while keeping the cost per acquisition low. We saw an increase in total attendance in 2022 compared to 2021, with an 21% rise during the opening weekend from our strategic efforts. The \$1.50 ticket promotion was wildly successful, with over \$90,000 in revenue generated in less than 24 hours.



Paid Attendance Comparison vs. 2021



UCHEALTH NEXT CHAPTER DIGITAL CAMPAIGN

Next Chapter is funded through Colorado SB129. This act required the Colorado State Department of Human Services to establish a veteran suicide prevention pilot program to reduce the suicide rate and suicidal ideation among veterans by providing no-cost, stigma-free, confidential and effective behavioral health treatment for up to 700 veterans and their families in El Paso County. AdPro came alongside UCHealth and Mt. Carmel Veterans Service Center as a marketing partner to increase awareness to El Paso County community members of the needs and challenges veterans face.

Our goal was to draw attention to health and wellness services available to El Paso County veterans and their families and, ultimately, to reduce the incidence of suicide.

AUDIENCE

- Veterans in El Paso County
- Veteran Family Members in El Paso County
- Community Members



MARKETING APPROACH

With the Next Chapter campaign, we used veterans and authentic veteran-created images in our advertising to promote transparency and trust.

RESULTS

Our work with the UCHealth Next Chapter campaign proved that it could scale a new campaign from 0 organic traffic to 65,000 site visits per month within a year. Understanding your target audience and sharing targeted content at the right time will add value. Next Chapter contributed to a 7% drop in Veteran suicide in 2022 (according to El Paso County Coroner's Office).

U.S. OLYMPIC AND PARALYMPIC MUSEUM

AdPro was hired to bolster attendance at the museum before and during the Summer Olympics and Paralympics.

AUDIENCE

Through Nielsen Scarborough research, AdPro identified audiences from the surrounding Colorado Springs area and other states that would be likely to visit museums while on vacation and were interested in sports. We included Colorado Springs, Pueblo, Monument, Castle Rock, and South Denver residents and tourists from Colorado, Wyoming, Utah, Arizona, New Mexico, and Texas in our targeting.

- Caucasian males & females ages 40-55
- Married and employed full-time
- Household income of \$100,000 to \$249,999

MARKETING APPROACH

AdPro employed a mass media strategy incorporating social media and digital ads targeted at those actively researching vacation options to complement traditional media strategies. Social media channels included Facebook, Instagram, Twitter, and LinkedIn. Social media targeting promoted individual museum events, and digital paid ads targeted those actively researching vacation options. Digital paid ads were geofenced around airports and other tourist locations and focused on our target demographic.

RESULTS

AdPro achieved an overall conversion rate of over 30% with almost 3 million display ad impressions by monitoring key performance indicators, including paid social and digital display impressions, conversion rate, cost per acquisition, post engagements, profile visits and reach. AdPro also ensured cost per acquisition remained at or below the benchmark for the industry.

MAY 2021 - LABOR DAY 2021 RESULTS

- Broadcast Total Impressions - 5,136,000
- Cable Total Impressions - 882,000
- OTT/CTV Total Impressions - 472,052
- Streaming Audio Total Impressions - 300,000
- Digital Results
 - Paid Search Conversion Rate - 30.25%
 - Display Impressions - 2,997,719
 - Paid Social Impressions - 1,183,659



TRINIDAD COMMUNITY FOUNDATION CASE STUDY

In October 2022, the Trinidad Community Foundation asked AdPro to prepare tourism marketing materials to be shared in a Trinidad City Council meeting. The goal of the campaign was to educate the councilors about the foundation's efforts, highlighting the collaborative efforts of numerous community members and organizations that brought the projects to life.

The Trinidad Community Foundation had been active in economic and cultural development in the region since 2006 but had never presented a comprehensive report to the Trinidad City Council outlining all of the projects the foundation had been a part of. The campaign also painted a picture of the many new, exciting projects the foundation was delving into as well.



We prepared a timeline, poster, handout and video to demonstrate the wide scope of work the foundation was a part of. The timeline detailed each project the foundation had helped develop, and the video created excitement about the new Trinidad Hilton Garden Inn that was under construction, highlighting the incredible amenities and surrounding activities the new development would bring to Trinidad.



[VIDEO LINK](#)

5. Organizational Personnel



CAMILLE BLAKELY, PRESIDENT

Role: Camille will be responsible for contractual negotiations and the subsequent overall administration of any contract resulting from this RFP. She will also provide strategic oversight on the account and be the senior team leader. Resume can be found on pages 17-18.

Marketing Experience in Tourism, Attractions and City and State Government Enterprises: City for Champions, Trails Open Space & Parks (TOPS), The U.S. Olympic & Paralympic Museum, Weidner Field (Switchback's Stadium), USAFA Gateway Visitor Center and The UCCS William J. Hybl Sports Medicine and Performance Center; City of Cripple Creek, CO, City of Cripple Creek Joint Marketing Campaign with the Cripple Creek Casino Association; City of Manitou Springs, CO; Downtown Colorado Springs Development Authority; Downtown Trinidad Development Group; City of Golden, CO; Town of Monument, CO; Tri-Lakes Chamber of Commerce and Economic Development Center; Colorado State Fair; U.S. Olympic & Paralympic Museum; Triple Crown Casinos, West Virginia Division of Tourism, West Virginia Ski Areas Association, Pocahontas Convention and Visitors Bureau; West Virginia State Parks, Mercer County Convention and Visitors Bureau; Molly Kathleen Gold Mine Tour; The Butte Theater; Old Homestead House Museum, Cripple Creek, North Pole Santa's Workshop, Cripple Creek and Victor Narrow Gauge Railroad.



HILARY VASQUEZ, VICE PRESIDENT

Role: Hilary will provide additional leadership as Vice President overseeing the Account Services, digital, traditional, web, and PR teams, and strategy. Resume can be found on page 19.

Marketing Experience in Tourism, Attractions and City and State Government Enterprises: Sister Blandina Wellness Gardens in Trinidad, Salud Family Health Services, TOPS, Trinidad Development Group, UCHHealth, Mt. Carmel Veterans Service Center



KIMBERLY WAY, MEDIA STRATEGIST

Role: Kimberly will work on the Huerfano account as a media strategist and planner, working primarily on traditional media. Resume can be found on page 20.

Marketing Experience in Tourism, Attractions and City and State Government Enterprises: Triple Crown Casinos, U.S. Olympic & Paralympic Museum, Colorado State Fair, Colorado Springs Airport, Colorado Springs Chamber & Economic Developments (Southwest Airlines project), Colorado Tourism, Premier Park/Six Flags amusement parks, UCHHealth, Mt. Carmel Veterans Service Center



LINDSEY CAROON, COMMUNICATIONS DIRECTOR

Role: Lindsey will oversee the Communications team and all content creation and public relations services. Resume can be found on page 20.

Marketing Experience in Tourism, Attractions and City and State Government Enterprises: Triple Crown Casinos, U.S. Olympic & Paralympic Museum, Colorado State Fair, Picnic Basket Catering Collective, Monument Lake Resort, UCHealth, Mt. Carmel Veterans Service Center



KAITLIN TICHENOR, ACCOUNT DIRECTOR

Role: Kaitlin will be a key communicator with all parties, and be responsible for budget and expense control. She will manage the workflow for the entire team and will provide you with timing flowcharts, detailed budgets, and ongoing analytics and reporting. Resume can be found on page 21.

Marketing Experience in Tourism, Attractions and City and State Government Enterprises: U.S. Olympic & Paralympic Museum, Colorado State Fair, Triple Crown Casinos, UCHealth



ALEC KIRBY, DIGITAL MANAGER

Role: Alec will work on the Huerfano account as a digital media strategist and planner. Resume can be found on page 21.

Marketing Experience in Tourism, Attractions and City and State Government Enterprises: U.S. Olympic & Paralympic Museum, Colorado State Fair, Triple Crown Casinos, UCHealth, Mt. Carmel Veterans Service Center



JEREMY GRAHAM, CREATIVE DIRECTOR

Role: Jeremy will serve as the creative lead on the development of all multidimensional creative to be communicated across all marketing and advertising channels. He will also oversee all creative execution and production. Resume can be found on page 22.

Marketing Experience in Tourism, Attractions and City and State Government Enterprises: Telluride, CO, U.S. Olympic & Paralympic Museum, Colorado State Fair, UCHealth, Mt. Carmel Veterans Service Center



MEL STAHL, ART DIRECTOR

Role: Mel is responsible for conceiving and graphic design lead on all graphic design-related projects. She will oversee the production manager on all print production projects. Resume can be found on page 22.

Marketing Experience in Tourism, Attractions and City and State Government Enterprises: City of Golden, CO; Triple Crown Casinos, Telluride Ski & Golf Resort, U.S. Olympic & Paralympic Museum, Colorado State Fair, The Broadmoor, The Depot Restaurants, TOPS, Garden of the Gods Gourmet, Picnic Basket Catering Collective, UCHealth, Mt. Carmel Veterans Service Center



ALEX JESSOP, SENIOR ACCOUNT EXECUTIVE

Role: Alex will oversee day-to-day communications with Kaitlin Tichenor, along with project management. Resume can be found on page 23.

Marketing Experience in Tourism, Attractions and City and State Government Enterprises: U.S. Olympic & Paralympic Museum, Colorado State Fair, Denver Auto Show



KERRY CHEREP, SENIOR CONTENT SPECIALIST

Role: Kerry will work on the account as a content writer, blogger and SEO strategist. Resume can be found on page 23

Marketing Experience in Tourism, Attractions and City and State Government Enterprises: Triple Crown Casinos, United States Olympic & Paralympic Museum, Colorado State Fair, UCHealth, Mt. Carmel Veterans Service Center



CARLIE HUSS, SENIOR SOCIAL MEDIA DIGITAL SPECIALIST

Role: Carlie will provide management of organic social media strategy and social media posting, and will oversee reputation and reviews. Resume can be found on page 24.

Marketing Experience in Tourism, Attractions and City and State Government Enterprises: Triple Crown Casinos, U.S. Olympic & Paralympic Museum, Colorado State Fair, Picnic Basket Catering Collective, UCHealth, Mt. Carmel Veterans Service Center



RYAN SMITH, WEB DEVELOPMENT MANAGER

Role: Ryan will oversee all web strategy, design and development. Resume can be found on page 24.

Marketing Experience in Tourism, Attractions and City and State Government Enterprises: Triple Crown Casinos, U.S. Olympic & Paralympic Museum, Colorado State Fair, Mt. Carmel Veterans Service Center, UCHealth



CALEB PUGH, ACCOUNT COORDINATOR

Role: Caleb will assist the account service team with daily tasks and project management. Resume can be found on page 25.

Marketing Experience in Tourism, Attractions and City and State Government Enterprises: Triple Crown Casinos, U.S. Olympic & Paralympic Museum

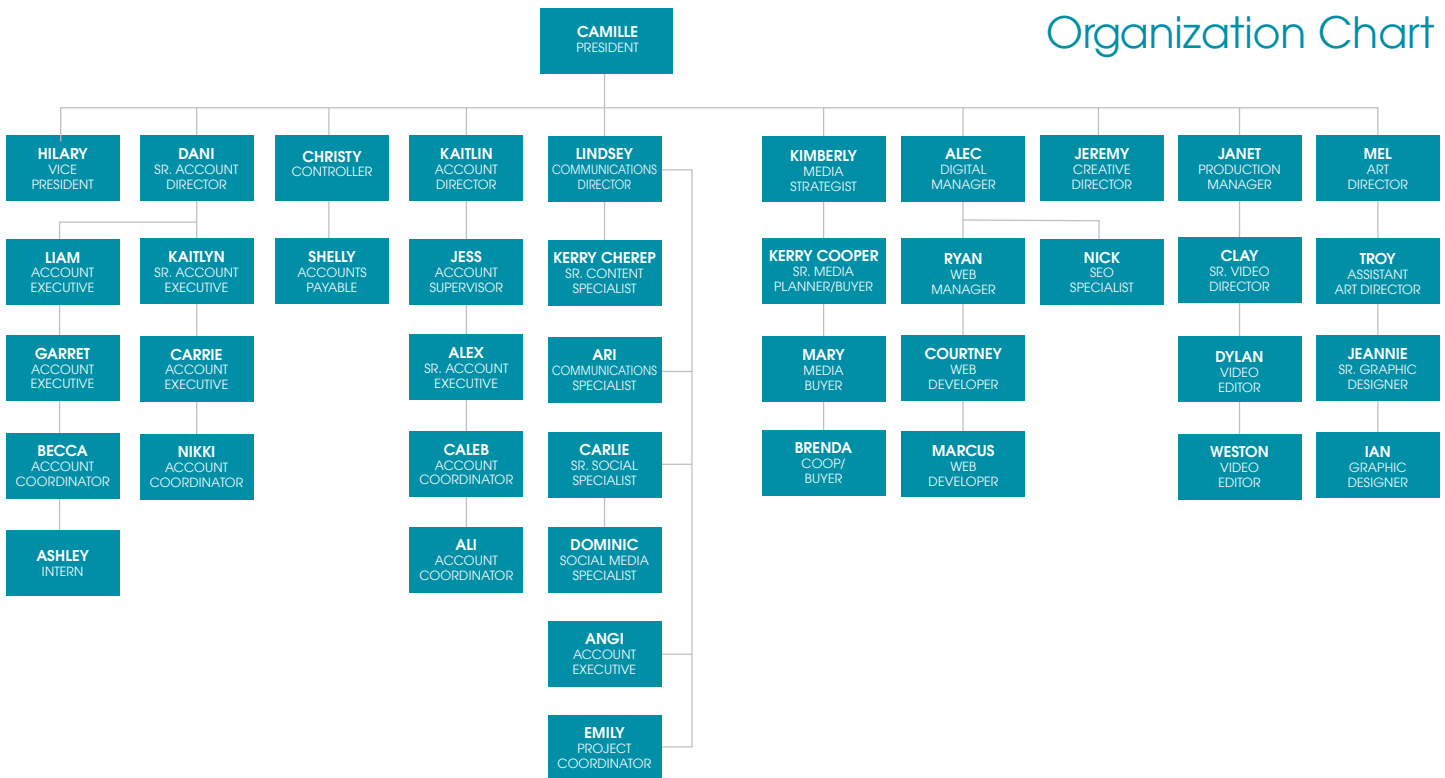


CLAY DUMAW, SENIOR EDITOR

Role: Clay will take the lead on all video production-related projects; shooting, directing, animating and editing. Resume can be found on page 25.

Marketing Experience in Tourism, Attractions and City and State Government Enterprises: Triple Crown Casinos, U.S. Olympic & Paralympic Museum, Colorado State Fair, Salud Family Health Centers, UCHealth, Mt. Carmel Veterans Service Center, Sister Blandina Wellness Gardens

Organization Chart



NAME	TITLE	ORGANIZATION	CONTACT
Tommy Schield	Senior Director of Marketing and communications	U.S. Olympic & Paralympic Museum	217-840-9607 tschield@usopm.org
Scott Stoller	General Manager	Colorado State Fair	719-404-2015 scott.stoller@state.co.us
Jay Cimino	CEO and President	Phil Long Enterprise	719-575-7191 jcimino@phillong.com
Ken Curtner	Lead Clinician, Southern Region Behavioral Health, Military Affairs, UCHealth	UCHealth Next Chapter	719-985-9101 Kenneth.Curtner@uchealth.org

6. Rates



ACCOUNT SERVICES

- Monthly retainer \$1,500
(Account services, research and invoice reconciliation)

CREATIVE SERVICES

- Concepting and Copywriting monthly retainer \$300/mo
- Graphic Design \$150/hr
- Website Design \$150/hr
- Website Development and Build Per project bid

IN-HOUSE PRODUCTION SERVICES

- Radio commercial 60 second \$995 per spot
(includes voice talent)
- Radio commercial 30 second \$795 per spot
(includes voice talent)
- Television commercial 30 second \$1995 per spot
(includes voice talent)

- Television cutdowns :15, :06, and :05 seconds \$100 per cutdown
(horizontal or vertical format)
- Studio Shoots Per project bid
- Location Shoots Per project bid
- Drone Shoots Per project bid

MEDIA AND DIGITAL SERVICES

- All traditional and digital media purchased includes 15% standard commission
- Digital media is 15% commission + 10% management fee

DATABASE MARKETING

- Email Marketing \$150/hr
- Direct Mail Coordination \$150/hr
- Campaign Testing \$150/hr

7. Disclosure Statement



AdPro is not connected to any employee or official of Huerfano County who could be directly and personally benefited if the proposing firm is awarded a contract pursuant to this RFP.

CAMILLE P. BLAKELY

2012 Silver Creek Dr., Colorado Springs, CO 80921, 719.331.4598, camillepblakely@gmail.com
Senior marketing executive with more than 25 years of experience developing and leading teams, driving organizational strategy and building and activating brands.

EXPERTISE

- Forecasting and budgeting
- Setting and tracking KPIs
- Strategic planning
- Project management
- Quantitative research
- Focus group facilitation
- Competitive analysis
- Creative conceiving
- Media relations
- Public relations writing
- Reputation management
- Speech writing
- Media coaching
- Crisis communications
- Social media strategy and posting
- CRM/Database management
- Email strategy and management
- Website planning and writing
- Search engine optimization (SEO) strategy and writing
- Digital media strategy and planning
- Traditional media planning and buying
- Broadcast production management
- ROI analysis and evaluation

PROFESSIONAL EXPERIENCE

AdPro, Colorado Springs, CO President

July 2020 – present

President of Colorado Springs' largest full-service marketing firm, overseeing 40 employees, setting strategic vision, driving organization profitability and leading agency new business and employee recruitment and retention. Has grown company from being the in-house agency of Phil Long Enterprises to becoming a major player in the marketing and communications space, expanding services to include PR and communications and growing the agency to handle accounts locally, regionally and nationally.

The Resource Exchange (TRE), Colorado Springs, CO Director of Community Engagement

July 2018 – July 2020

Key player on senior leadership team that sets strategic direction for one of El Paso County's largest nonprofits. Develops budget, goals and strategies for all communications, marketing, fundraising and community relations activities. Manages team that focuses on raising awareness of TRE's mission, reaching new families who may benefit from TRE programs, and generating resources to support current programs and create new revenue streams, including new social enterprise ventures.

iLendingDIRECT, Englewood, CO Managing Director, Marketing

December 2017 – May 2018

Managed \$5MM marketing budget for national, online automotive financial services and marketing company. Wrote multi-year comprehensive strategic communication plan and managed internal marketing staff, ad agency and other partners to execute multi-channel internal and external marketing tactics built around KPIs and revenue goals. Launched new website that saw an immediate influx of leads based on new, optimized copy and expanded forms and landing pages.

Blakely + Company, Colorado Springs, CO Partner/President

April 2009 – December 2017

Set strategic direction, hired, managed and motivated staff, oversaw profitability, led new business development and managed key accounts for major Colorado advertising agency. Involved in developing communication plans, budget forecasts and creative strategies including web, broadcast, outdoor, print, digital and email campaigns. Led database management and website development efforts. Grew capitalized billings from \$3,171,025 to \$9,019,445, tripling agency billings during nine-year tenure.

Graham Advertising/The Graham Group, Colorado Springs, CO Vice President

January 1987 – January 1999/June 2005 – April 2009

Led strategic direction, new business development, personnel development and management of key accounts for growth-oriented national advertising agency. Recruited and built division team, developed comprehensive marketing plans, initiated budget forecasts and drove creative strategy. Travelled extensively all over North America, growing division from \$35 to \$75MM in traditional and digital media billing, doubling agency billings over a three-year period.

Team Chevrolet/Team Honda/AI Serra Chevrolet-Hummer, Colorado Springs, CO Director of Marketing

June 2001 – April 2003

Rebranded automotive dealer group, positioning them for growth and expansion and managed retail advertising for new and used automotive departments. Oversaw media negotiation and placement, creative execution, direct response marketing and digital communications. Participated in expansion planning and new franchise acquisition. Developed and executed monthly events, which included spearheading and managing the Colorado Springs Olympic Torch Race.

Burt Automotive Network, Denver, CO Director of Marketing

December 1999 – June 2001

Forged the strategic direction for the second largest Hispanic business in the country. Completely rebranded the organization, establishing brand guidelines for all internal and external communications. Built a seven-person in-house marketing department and broadcast production company and led media negotiation and placement, creative execution, database marketing, digital communications and event management. Launched first front-to-back online sales process through award-winning website.

EDUCATION AND HONORS

- Colorado College, Colorado Springs, CO, Bachelor of Arts Degree in English 1984
- Dean's List, Academic All-American, All-American in Volleyball 1983-1984
- Sportswoman of Colorado Award for Excellence in Volleyball 1979 and 1983
- Colorado College Laura Golden Outstanding Female Athlete Award 1984
- American Advertising Federation (AAF) Silver Medal Award 2017
- Colorado Springs Business Journal Woman of Influence Award 2014
- Southern Colorado Women's Chamber of Commerce Brava Donna Award 2014
- Graduated from Leadership Pikes Peak 2010
- Graduated from Center for Creative Leadership, Colorado Springs Leadership Institute 2015

COMMUNITY LEADERSHIP ROLES

- Colorado Springs Leadership Institute (CSLI) Board of Directors
- Better Business Bureau of Southern Colorado (BBBSC) Board of Directors
- AspenPointe (Diversus) Behavioral Health Board of Directors
- American Red Cross of Southern Colorado Board of Directors
- Rocky Mountain Women's Film Institute Board of Directors
- Pikes Peak Library District Foundation Board of Directors
- Women's Foundation of Colorado Regional Advisory Committee
- University of Colorado Colorado Springs (UCCS) Communications Department Advisory Board
- UCCS Karen Possehl Women's Endowment Mentor
- Colorado Springs Chamber of Commerce Mentor
- Colorado Springs Rising Professionals Mentor

HILARY A. VASQUEZ

Marketing & Advertising director with 29+ years' experience in advertising and media, leading full-service marketing strategies and driving sales for clients.

EXPERTISE

AdPro, Colorado Springs, CO Vice President

December 2010 – Present

Managed retail & brand advertising & marketing for largest privately owned auto dealership in Colorado. Lead creative strategies and full marketing proposals for individual stores, storewide events, service, new product launches, and brand. Worked closely with all departments and clients to insure proper execution. Managed websites and budgets. Presented ROI and attribution analytics for campaigns.

Graham Advertising, Colorado Springs, CO Senior Account Manager

March 1991 – July 2000

Lead full-service strategic advertising planning for Tier 3 automotive clients to include all aspects of traditional and digital marketing, budget forecasting and creative.

KOAA-TV NBC, Colorado Springs, CO Senior Sales Executive

October 2000 – November 2010

Managed and retained large advertiser list, including local and agency accounts. Pitched new business with a deep understanding of full-service agency & creative recommendations. Consistently billed in the top 4 for monthly billing. Low churn rate with clients. Trained new sales executives.

SKILLS

- Strategic Planning
- Project Management
- Media & Digital Knowledge
- Copy Writing/Proofing
- Creative Concepting
- Team Leader & Player
- Strong Communication & Presentation Skills
- Sales
- Account Management
- Branding
- Passion

EDUCATION

- Colorado State University 1988-1990

KIMBERLY WAY

Skilled marketing professional with a strong background in media, integrated marketing, data analysis, and advertising. Fields of experience include: education, healthcare, automotive, finance/banking, tourism and attractions, restaurants and hospitality and retail.

PROFESSIONAL EXPERIENCE

Queen Llama, LLC Owner/Media Queen
(Current)

- Owner and operator of media buying, planning and research company
- Clients include: Pikes Peak Community College, SunWest Credit Union, Colorado Springs Airport, Colorado Springs Chamber & Economic Developments (Southwest Airlines project), Cordera, Saddletree Homes, LearningRx

Blakely & Co Media Director
Feb. 2016 – July 2019

- Responsible for management of the media department supervising buyers & planners for multiple accounts
- Developed marketing and media strategies in partnership with agency teams
- Increased media billings among current and new clientele through execution of successful advertising campaigns

Chefs Catalog Senior Marketing Analyst
(a Target subsidiary)

Aug. 2012 – Jan. 2016

- Developed successful direct-to-consumer catalog campaigns focused on increasing customer base, preventing house list attrition and maximized retail sales across three catalogs (main, tool and spice)
- Measured, and analyzed campaign, testing and sales results for senior management
- Responsible for assuring all program deadlines are met (project management)

EDUCATION

University of Texas at Austin

- Bachelor of Science in Advertising, Communications College
- Courses in Business, Marketing and Communications

Cornell University

- Leadership series
- Online course in executive decision making
- Quick learner for new systems and software

AWARDS & ASSOCIATIONS

- AAF Board of Directors 2019 – current
- AAF Media Strategist of the Year 2017 – Colorado Springs
- Colorado Springs Business Journal's "40 under 40 Rising Stars" 2003

LINDSEY CAROON

Results-focused, strategic-minded communications professional with exceptional leadership skills and a proven history of innovation and motivation, offering multiple years of professional marketing, branding, crisis communication, and public relations experience. Adept at multitasking, working in fast-paced environments that demand powerful organization and interpersonal skills. Passionate leader with broad success in strategic communication program definition, idea generation, and insight development. Strong understanding of brand strategy, advertisement campaign development, audience perception data analysis, and content production to promote positive and engaging storytelling.

PROFESSIONAL EXPERIENCE

AdPro Director of Communications
June 2021 – Present

- Senior executive responsible for marketing and communications efforts at one of the largest advertising agencies in the State of Colorado. Oversees multiple nonprofit marketing clients, with responsibility for strategic direction, vision, growth, and performance. Creates and executes strategies across all major marketing channels including broadcast, social media, digital, and public relations
- Negotiate and secure \$1.6M advertising budget for multi-year national nonprofit account encompassing broadcast, radio, web and digital, print, and public relations components
- Lead public relations efforts for the Colorado Department of Agriculture 2022 State Fair resulting in 21% increase in attendance and 1080 broadcast mentions including the New York Times, Smithsonian Magazine, Reddit, and Washington Post

Excellence In Giving Strategic Communications Consultant/Communications Manager
November 2019 – June 2021

- Operate as Marketing and Communications Director with responsibility for all website content, social media, email, direct mail, newsletters, public education materials, and factsheets. Compose all communication materials and assist in the development of digital, video, audio, and print content.
- Spearhead development and launch of a corporate website redesign
- Align and guide daily functions of a team of communication, marketing, design professionals, and contract employees

EDUCATION

Minot State University

- Master of Science in Management

UNC at Chapel Hill

- Master's Certificate in Core Public Health Conceptssystems and Software

East Carolina University

- Bachelor of Science in Multidisciplinary Studies

KAITLIN TICHENOR

Oversee AdPro account services team, using my experience, organizational and leadership abilities, interpersonal skills, and passion for advertising to inspire productive employee performance, provide excellent customer service, drive client sales and traffic, and grow agency business.

PROFESSIONAL EXPERIENCE

AdPro Account Director

August 2014 – Present

- Serve as the primary contact and ultimate point of accountability with agency clients owning client relationships, responsibility for the brand strategy and market landscape
- Grow accounts through cross-selling and up-sell methods and by identifying new opportunities
- Manage Account Services team and all internal and external communications
- Implemented Account Executive and Account Coordinator roles, responsibilities and processes
- Help nurture, mentor, and lead all teammates to the next level
- Help develop advertising campaigns for clients and strengthen brand messaging and key differentiators
- Help Account Executives prepare for Ad Planning meetings by leading pre-creative meetings, communicating media plans, and reviewing recommendations
- Help Account Executives and Media team prepare budgets, annual flowcharts, and media plans
- Oversee agency operations and improve processes
- Initiated quarterly budgets and campaigns with the media, graphics, and production departments
- Created annual planning presentations and flowchart templates
- Restructured the budget process to ensure accurate and precise management
- Assisted in creating Strategic Marketing plans to include situational analysis, objectives, audiences, strategies, tactics, measurement, timeline, and budget
- Executed RFP presentations to grow agency business
- Developed creative briefs
- Wrote and helped produce over 200 media spots

EDUCATION

University of Oregon

- Bachelor of Science in Business Administration
Concentration in Marketing
Minor in Economics

AWARDS & ASSOCIATIONS

- Silver Addy: Medikey Logo
- Nominated for Next Generation Award by AAF
- Nominated for Top Account Planner by AAF
- Google Certified

ALEC KIRBY

I am a digital marketing & communications professional with over eight years of experience in digital advertising, search engine marketing (SEM), social media marketing (SMM), web design & development (UX/UI), data analysis & reporting, training, account management, online reputation management, corporate communications, and small business digital marketing consulting.

SKILLS

- Digital advertising
 - Pay-per-click
 - Programmatic
 - Display
 - Video
 - Social media
- Search engine optimization
- Content marketing
- Communications
- Data analysis & reporting
- Web design & development
- Account management
- Communications

PROFESSIONAL EXPERIENCE

AdPro Digital Manger

2022 – Present

- Oversee all accounts digital strategy & execution of digital advertising tactics, both organic and paid
- PPC, SEO, SMM, analytics & reporting
- Client communications

The BARK Firm Senior Digital Strategist

2019 – 2022

- Oversee all accounts digital strategy & execution of digital advertising tactics, both organic and paid
- PPC, SEO, SMM, analytics & reporting
- Client communications

Freelance Marketing

2018 – 2022

- Digital advertising, data analysis & reporting, web design, email marketing, search engine optimization, content marketing, communications, and consulting for small to medium sized businesses as well as regional and national advertising agencies

Chick-fil-A, Buena Park Marketing Manager

2014 - 2017

- Managed all POS marketing materials
- Content management & creation
- Social media marketing / public relations / event management

EDUCATION

Grand Canyon University

- MBA, Business Management

Cal State University, Fullerton

- BA, Business Marketing

JEREMY GRAHAM

Creative director by day, troubadour by night, sleeper on weekends, family man 24/7

SKILLS

- Brand building
- Strategic approach to creative executions
- Broadcast, OTT, social media, out of home, digital, and print
- Multi-instrumentalist/Jingle writer
- Commercial director

PROFESSIONAL EXPERIENCE

AdPro Creative Director

August 2021 – Present

- Clients: UCHealth, U.S. Olympic and Paralympic Museum, Triple Crown Casinos, Phil Long Denver, Colorado State Fair

Graham Oleson Associate Creative Director

August 2017 – August 2022

- Clients: Honda, Goodwill

TDA Boulder Copywriter

July 2016 – August 2017

- Clients: Patagonia, Telluride, FirstBank, Merrick Pet Care

Secret Weapon Marketing, Santa Monica, CA

Copywriter

June 2014 – June 2016

- Clients: Southern California Honda, Jack in the Box

FCB, Chicago, IL Associate Copywriter

June 2012 – May 2014

- Clients: KFC, Cox Communications, Discover Card, Tombstone Pizza, Ace Hardware

STRENGTHS

- Creative Strategy
- Concepts
- Leadership
- Copy
- Client Relationships
- Communication
- Problem Solving
- Art
- Mentoring

EDUCATION

Chapman University

- Advertising

MEL STAHL

Mel's expertise is art-directing successful and integrated advertising campaigns through high-level print, digital and social, as well as leading rebranding and design efforts for small- and large-scale corporate firms in the areas of tourism, education, hospitality, and automotive. As the Art Director of AdPro, her focus is on relationships, leading a strong team of designers, and delivering emotionally-driven creative that knocks strategic brand goals out of the park.

SKILLS

- Graphic Design
- Art Direction
- Supporting Concept / Strategy
- Print Production and Management
- Project Management
- Leading Creative Department

PROFESSIONAL EXPERIENCE

AdPro Art Director

December 2020 – Present

- Lead graphic designer for clients such as Colorado State Fair, UCHealth Next Chapter, Mentally STRONG, City Auditorium, Picnic Basket Catering Collective, Simple Gift Series, Lyda Hill, Visit Golden and all new branding efforts
- Art Directing a team of designers for clients such as Pikes Peak United Way, Mt. Carmel Veterans Service Center, Phil Long Enterprises and Trailhead Hotel

Applecore Design, Inc Owner / Creative Director

2002 – 2020

- Lead graphic designer for clients such as Celestial Seasonings, Telluride Ski & Golf Resort, Coors Brewing Company, HH Brown Shoe Company, Albert Vein Institute, Penrose/Centura Hospital, Orange Glo International, Memorial Hospital, Colorado Springs Neurological Associates and Colorado Springs Orthopaedic Group

Extra Strength Marketing Communications

Graphic Designer / Production Artist

2001 – 2002

- Graphic designer and production artist for clients such as Peaberry Coffee and Denver Museum of Nature & Science

US West (Now Century Link) Graphic Designer

2000 – 2001

- In-house graphic designer for US West as they became Qwest Communications

EDUCATION

AI Collins Graphic Design School

Tempe, AZ

- BA in Graphics and Advertising Design

ALEXANDRA JESSOP

Highly organized and creative professional, with experience in a variety of sectors including mental healthcare, education, recruitment, automotive, and tourism.

PROFESSIONAL EXPERIENCE

AdPro Senior Account Executive

March 2021 – Present

- Responsible for all marketing projects relating to our clients including web design, SEM/SEO,
- Paid/Organic Social, Audio/Video Production, Graphic Design, Public Relations, and more.
- Manages a small team to ensure workload is sufficiently balanced.
- Uses an in-house project management software to assign, and keep track of all projects from conception, through implementation and reporting.
- Leads regular client meetings reviewing campaign results and upcoming creative direction.
- Manages marketing for small local businesses in a growing agency environment.

Graham Oleson Project Facilitator

November 2018 – March 2021

- Responsible for all digital traffic of over 200 campaigns, spanning 11 markets.
- Proofed an average of 800 digital creatives per month, making sure they were photo-ready and compliant before trafficking out.
- Worked with numerous outside vendors every day to guarantee that all creative ran per traffic instructions and that all proof of performance met our standards for Co-Op.
- Worked with every department to make sure the process ran seamlessly, from the moment the buy was finalized to invoicing.
- Completely overhauled the previous traffic process, increasing efficiency and in turn allowing the company to add 100 more digital campaigns over the course of two years without increasing team size.

Graham Oleson Junior Account Executive

January 2017 – November 2018

- Worked alongside the Senior Account Executive for a variety of manufacturers; eventually, leading a few clients.
- Responsible for having an in-depth knowledge of all state, manufacturer, and federal guidelines.
- Maintained and planned monthly budgets for clients.
- Created effective assets—digital, point of sale, and traditional—to ensure the success of our clients.

EDUCATION

University of Colorado, Colorado Springs

- BA in English, Graduated Cum Laude with Department Honors

KERRY CHEREP

Analyst who enjoys the hunt for details in the data to make sound decisions. Marketer who looks to empower people to make the best choice. Manager who thrives on not just meeting but exceeding organizational goals and expectations. Leader who defines success as inspiring others to do their best and achieve their goals.

SKILLS

- Excellent analytical skills that enable data driven decision making
- Creating engaging, empowering ad campaigns through first identifying target demographics through data analysis
- Exemplary communication skills, able to communicate effectively with all organizational levels and relay insights and recommendations that support organizational objective

PROFESSIONAL EXPERIENCE

AdPro Senior Content Specialist/SEO/SEM

January 2022– Present

- Using key SEO strategies and concepts, create digital copy for websites, digital ads, blogs, and associated collateral. Using SEMrush and Google Ads, Analytics, and Looker, analyze account performance and look for opportunities to optimize online account performance for both organic and paid traffic. Report monthly to clients on account performance and explain key KPIs and performance metrics.

Blush & Grey Med Spa

Marketing Director & Office Manager

December 2020 – June 2021

- Managed new practice including software systems, finance and tax liabilities, payroll administration, website design, SEO, and administration, social media management, print and PPC advertising, and day-to-day operations. CRM software selection, implementation, customization, and administration including creating and customizing HTML documents for a paperless and efficient office.

Independent Contractor

Business and Marketing Consultant

October 2020 – December 2021

- Created marketing plans and collateral, developed websites, various documentation, email campaigns, social marketing, and software setup for small business owners.

EDUCATION

Keller Graduate School of Management

- MBA, Marketing
- Graduate Certificate, Big Data & Analytics
- Graduate Certificate, Human Resources

Magna cum laude

University of Phoenix

- MS, Psychology, Organizational Psychology
- Summa cum laude*

Trinity Christian College

- BA, Business Management

CARLIE HUSS

Highly-organized and detail-oriented individual with experiences in creative design, business, and helping people. Offering a strong strategic mindset, high adaptability in changing environments, and commitment to being a life-long learner.

SKILLS

- Facebook Ads Manager & Meta Business
- Reputation.com & Podium
- Adobe Photoshop, Illustrator, Premiere Pro
- WordPress
- Microsoft Suite

PROFESSIONAL EXPERIENCE

AdPro Sr. Social Media Specialist
January 2022 – Present

- Manage 30 clients' social media pages in varying industries
- Create content calendars and monthly social plans to schedule on Sendible.
- Run Facebook Ads, boosted posts, and giveaways
- Maintain the reputation of dealerships utilizing Reputation.com and Podium to respond to review

A-mazing Events

Graphic Design & Event Coordinator Intern
August 2021– Present

- Designed and facilitated printing for signage, monthly newsletters, invitations, websites, badges, place cards, and décor for events using Adobe, Canva, and Constant Contact
- Created event day documents utilizing several sources of information and contacts
- Attended events to set up, register attendees, perform customer service, and ensure a positive experience
- Performed administrative tasks for managers to ensure projects move forward efficiently

ThinkLocal

Social Media Manager & Thinklocal Ambassador
August 2020 – March 2021

- Managed Facebook Business, Instagram, and Twitter accounts for a client to create brand awareness, promote new items, and increase engagement
- Created social media graphics for daily postings using Canva
- Wrote blog posts about social media, targeting audiences, and local business interviews

EDUCATION

University of Wisconsin - La Crosse

- Bachelor of Science in Marketing, Digital Media Design Studies Minor, Art Minor
- Dean's List all semesters | 3.87 GPA
- Joe Laux Marketing Scholarship Recipient 2020
- Relevant Coursework: Digital Marketing, Digital Content Writing, Graphic Design I, II, and III, and Photography

RYAN SMITH

Strategic Marketing/Communications Director responsible for developing and leading high-performing teams of digital content developers through the ideation, creation, and execution of all in-house and outward-facing agency communications. Passionate about advancing brand positioning and cultivating consumer relationships.

PROFESSIONAL EXPERIENCE

AdPro Web Manager
March 2022 – April 2022

Griffith Centers for Children, Chins Up
Marketing / Development Manager
December 2020 – June 2021

University of Miami Marketing Manager
August 2019 – March 2020

- Developed and executed marketing strategy and creative direction
- Collaborated with other departments to develop a marketing strategy
- Establish and manage marketing and development budget.
- Provide updates and strategic approach to the Board of Directors
- Oversee all online content and web experience.
- Analyse and report performance metrics
- Manage CRM applications
- Increased website traffic by 40% from 2020 to 2021
- Develop and coordinate fundraising events
- Develop and oversee Capital campaigns.
- Lead and implemented career development plan for direct reports.
- Search Engine Optimization (SEO) strategies.
- Search Engine Marketing (SEM).
- Produce all video production spots as well as radio ads
- Manage public relations
- Manage donor relations and cultivation
- Design and develop social media campaigns for admissions and events
- Increased social media engagement by 25%
- Develop and execute digital marketing campaigns for conferences for undergraduate studies and graduate programs
- Design print layouts for publications
- Design and develop marketing campaigns.
- Oversaw and managed the marketing budget.
- Reviewed all creative assets before release.

EDUCATION

Full Sail University

- MS Entertainment Business
- BS Computer Animation

Stevens-Henager College

- AA Graphic Arts

CALEB PUGH

“Caleb Pugh is an intelligent and motivated individual. He possesses good communication skills and is a good team player who works well with others. He is also very willing to learn and grow to achieve goals. I also believe he is already more than capable of managing small to medium groups of people. As our ‘Go To’ person for the Project Based Business project here in Colorado, he produced a high-quality of customer satisfaction and never missed a deadline.”

— George Keith, Allegion PLC, Frontline Leader 5

PROFESSIONAL EXPERIENCE

AdPro Account Coordinator

March 2022 – Present

- Work with AE's to help facilitate advertising strategies and communication with clients. Provide traffic and data analysis for AE's on current accounts. Verify media and digital buys have been placed and are running correctly. Submit scripts, print pieces, digital assets for co-op preapproval. Maintain high level of awareness with client activities and campaigns. Research client competitive landscape and report activity weekly. Provide traffic and data analysis for AE's on current accounts.

TopDog Auto Accessories Founder

May 2021– Present

- Founded and facilitated an online e-commerce retail company. Worked with Google to optimize product listings and approval to various online feeds. Created, implemented, and maintained successful marketing campaigns. Communicated with customers to answer questions in a timely manner. Organized customer orders for accurate shipments

Allegion PLC Materials Specialist IV

January 2020 – October 2021

- Responsible for the administration, documentation & material-handling of parts being used for sub-assembly or finished products for all Allegion clientele; completed Project Based Business (P.B.B.) orders totaling over \$3 million & leveraged Oracle & UPS WorldShip to ensure timely shipping; communicated daily through both vocal & written channels to ensure internal orders were completed correctly.

EDUCATION

Concordia University, Irvine

- BA in Business Administration
Double Emphasis in Marketing & Management;
GPA 3.53/4.0
- Related Coursework: Marketing Research;
The Advertising Agency
- Selling, International Marketing; Global Enterprise,
& Real Estate Finance
- International Business Club; Concordia University
Mar 2017 - May 2019
- Sigma Beta Delta, Concordia University
May 2018 - May 2019

CLAY DUMAW

Clay Dumaw was born in northern New York, where he studied Visual Communications at the Charles H. Bohlen Technical Center. Early in his career, Clay freelanced as a designer and visual effects artist, animating title sequences for independent productions. Clay wrote and directed two feature films, *Get Out Alive* and *Hold'em*, which earned official selections at several festivals, including the Buffalo International Film Festival. He achieved success working on national television ads for clients like Honda, Toyota, and Ford. Apart from directing *Gun from Hell*, Clay also edited, created visual effects, and did the sound design.

PROFESSIONAL EXPERIENCE

AdPro Sr. Production Editor

2019 – Present

- Supervise editors and guide production of video advertisements
- Oversee studio and location based productions
- Production of advanced visual effects, chroma key, compositing and motion graphics
- Collaborate with clients and producers on campaigns
- Train entry level editors on production process and client expectations

Windstar Studios Video Editor

2015 – 2019

- Editing national advertisements, documentaries and television programs
- Manage camera operations
- Educate on video production advancements

Clay Pigeon Studios LLC Feature Film Director/Producer

- Jack Wyatt and the Gun from Hell – 2022
- Hold'em – 2014
- Get Out Alive – 2012

Signs & Designs, Carthage, NY Graphic Designer

- Conceived visuals for a variety of signage
- Printed and cut vinyl decals
- Created layouts for billboards
- Hand-painted specialty signs

SOFTWARE

- Adobe Premiere CC
- Adobe After Effects CC
- Adobe Illustrator CC
- Adobe Photoshop CC
- Element 3D
- Zbrush
- Blender
- Cinema 4D
- Red Giant Plugins
- Mac OS and Windows

EDUCATION

Charles H. Bohlen Technical Center Watertown, NY

- Visual Communications