

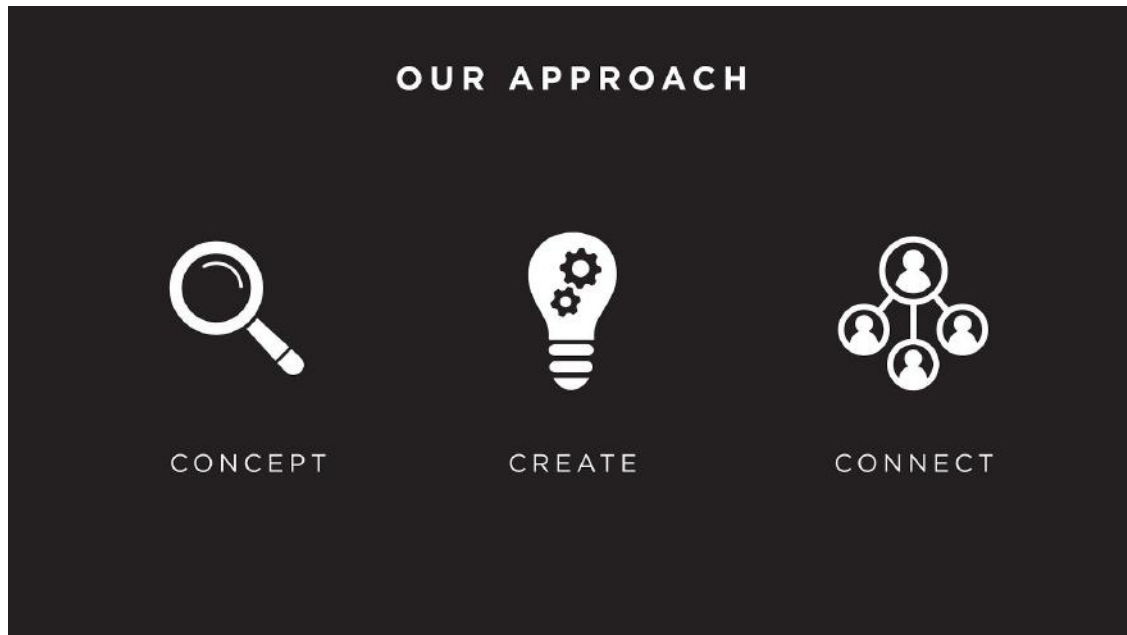


806.550.2914 | 1306 A Broadway, Lubbock, TX 79401

kirk@emw.digital | [www.emw.digital](http://www.emw.digital)

## BRAND PLANNING & ACCOUNT MANAGEMENT SERVICES

Our tested and proven process for realizing our client's vision begins by simply being curious. Three phases later, we rinse and repeat until the desired outcome is achieved.



### 01. Concept

- We get to know your vision, challenges, goals, culture, audience, and expectations.
- We ask lots of questions and gather input from all key stakeholders in your organization.
- We identify a key list of deliverables and outcomes and determine the scope and pace of the partnership.

### 02. Create

- We assemble/curate the EMW Digital team members best suited to your needs and begin creating.
- We incorporate all the input and discovery elements gathered into the creative process.
- We collaborate and finalize all design assets with your approval.

### 03. Connect

- We determine the most effective placement for each asset and execute the predetermined strategy.
- We provide access to files and art elements to be used across platforms as needed.
- We monitor activity and gather feedback on the impact of the plan, edit as needed, and redeploy until the result is achieved to client expectations.

## CREATIVE SERVICES

### DESIGN

Consumers rarely read. How we communicate a client's story through design aesthetic, infographics, fonts, and photos is more strategic than ever before. From initial logo and mark creative to magazine, newspaper, billboard and more, the way you look matters.

### ONLINE

Your digital resume, we combine compelling visual and critical copy with stunning aesthetics and intuitive navigation to tell your story via the critical platform of the web. With well over 100 sites under our belt, our proven abilities are well established.

### ADVERTISING MARKETING STRATEGIES

Known as one of our greatest strengths, we faithfully lay out a roadmap to victory for clients on a daily basis, measuring success through predetermined goals, key metrics, and continued growth.

- **IDENTIFY TARGET AUDIENCE**

In the first conversation of any strategic planning session, we identify decision-makers, influencers, and stakeholders that, given the right story, motivation, and call to action, will act in order to help our client achieve the end goal.

- **STRATEGIC MESSAGING/COMMUNICATIONS**

Crafting the right message, delivered at the right time to the right people, can ignite movements, inspire change, and drive results. EMW specializes in strategic messaging, speech writing, and internal/external communication plans, telling the story in a compelling and impactful way.

- **CAMPAIGN DEVELOPMENT/EXECUTION**

We are strategically minded, we craft campaigns. With a focus on cutting through the noise, standing out from the competition, and moving the target audience, developing and executing campaigns is storytelling with a plan.

## RELATED EXPERIENCE / SIMILAR SERVICES

### CREATIVE CONCEPTS

#### Featured Client: YWCA of Lubbock

For over 150 years, the YWCA has served the needs of women, children, and families across the nation. In the Lubbock community, this organization has been the driving force for life-changing programs and initiatives such as the Women of Excellence, Head Start, Y-Care, Women's Health Initiative, and their latest undertaking, the purchase, and renovation of the 95,000 square foot facility on University Avenue, formerly occupied by Kmart.



EMW Digital has worked alongside the YWCA with Lemonade Day for seven years, and recently expanded our partnership to include event and social support, digital media buys and PSAs, overall public relations strategy and execution for events, their capital campaign, and overall mission.

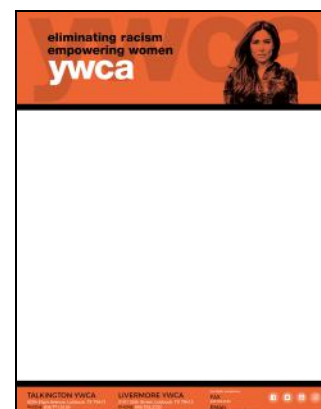
To begin, we created a short-term execution strategy for the most immediate PR needs followed by a long-term strategic plan outlining the next 6-12 months and beyond. In the first three months of our relationship, we crafted press release templates, talking points for the executive director during press conferences, and a comprehensive interview video shoot in preparation for their fall fundraising event – Wine, Women & Shoes.

18 months later, we just pulled off a successful groundbreaking event, with over 200 in attendance, and are knee-deep in no less than 10 videos to tell their compelling story.

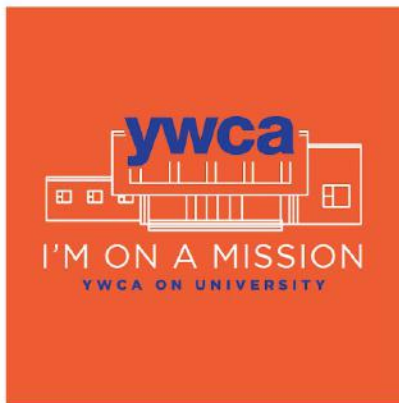
#### CAMPAIGN BROCHURE TEMPLATE



#### PRESS RELEASE TEMPLATES



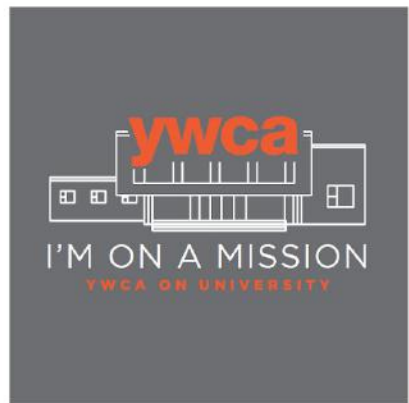
Fund the Mission Video > <https://www.youtube.com/watch?v=zeRH1nykEPw>



2-Color




2-Color



1-Color








ON A MISSION FOR  
YWCA ON UNIVERSITY

PUMP UP  
THE MISSION



**DONOR LEVELS  
& MEMBER PERKS:**

**SUPER MEMBER**

- Add \$5 per month to your membership
- Receive (list perks here)

**MEGA MEMBER**

- Add \$10 per month to your membership
- Receive (list perks here)

**PRO MEMBER**

- Add \$20 per month to your membership
- Receive (list perks here)


**HOW TO  
GET INVOLVED:**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut dolo

**CONTACT US TODAY:**

806.792.2723

YWCALUBBOCK.ORG



## COLLATERAL

### Featured Client: Lubbock Parade of Homes:

Since 2011, we have created both print and digital-based designs for the West Texas Home Builders Association Parade of Homes. Designs include a 110-page magazine-style guidebook with builder templates for 27 different houses, plat maps for three different developments, billboards, and other signage, digital ads, tickets, yard signs, awards, and more.

#### GUIDEBOOK COVER:



#### GUIDEBOOK BUILDER LAYOUT:



#### SLIDER/DIGITAL



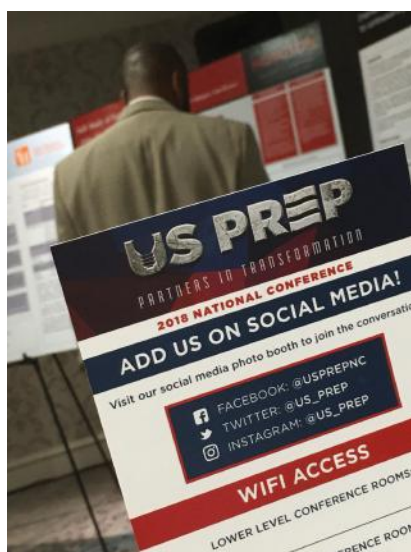
#### PRINTED TICKET



## EVENT COLLATERAL

### Featured Client: US PREP National Conference

Hundreds of educators from across the country gathered in Dallas to learn about the US PREP model for transforming teacher preparation programs across the nation. What began with the work of Dean Ridley at Texas Tech University's College of Education now impacts over 45,000 students each year. EMW had the privilege of providing design services for all printed material, onsite interactive social media booth and live twitter feed, audio-visual support, and photography and video coverage of the event. We also issued a national press release and published a 3-month email marketing campaign to ensure solid registration sales and a well-executed event.





## NEWSPAPER AD

### Featured Client: Home and Garden Show - West Texas Home Builders Association

Print ads, like all ads, tell a story. We love kerning the perfect font at the perfect spacing and sizing, letting the photography speak for itself, good copy breathe, and good design engage the viewer. Some ads like this are simply for branding purposes, while others utilize a call to action.

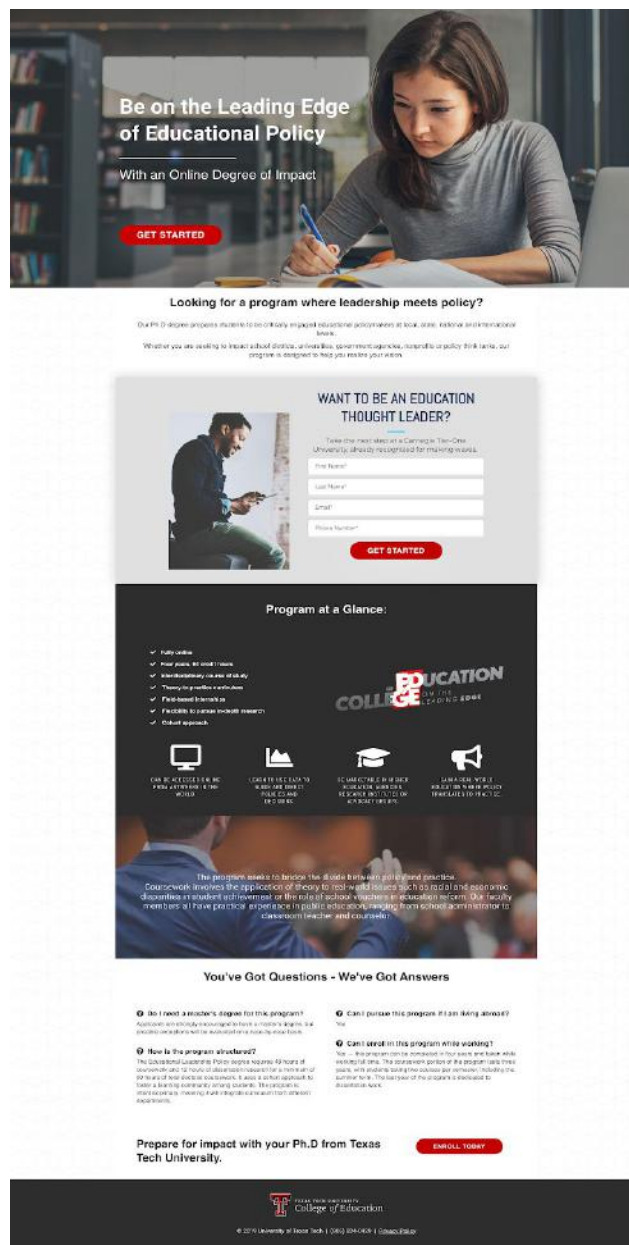


## ONLINE PAID DIGITAL

### Featured Client: Texas Tech University College of Education

While our work began and continues to this day with video, design and web work for the College of Education, digital lead generation pages, SEM, Social ads, Retargeting, Email marketing, and other drip funnel campaigns were built and launched in 2019 to increase enrollment in certain programs. Traffic, engagement, and enrollment all increasing under our watch.

## LEAD GENERATION LANDING PAGE



**Be on the Leading Edge of Educational Policy**  
With an Online Degree of Impact

**GET STARTED**

**Looking for a program where leadership meets policy?**  
Our PhD degree prepares students to be critically important educational policymakers at local, state, national and international levels. Whether you are seeking to impact school districts, universities, government agencies, nonprofits or policy think tanks, our program is designed to help you realize your vision.

**WANT TO BE AN EDUCATION THOUGHT LEADER?**  
Take the next step in a Career in Texas Tech University already recognized for making minds.

First Name:   
Last Name:   
Email:   
Phone Number:

**GET STARTED**

**Program at a Glance:**

- ✓ Fully online
- ✓ Fast pace, 18 credit hours
- ✓ Interdisciplinary career strategy
- ✓ Temporary master certificate
- ✓ Field-based research
- ✓ Facilitated by senior faculty research
- ✓ Global approach

**COLLEGE OF EDUCATION**  
DIVERSITY • INNOVATION • EXCELLENCE

The program seeks to bridge the divide between policy and practice. Coursework involves the application of theory to real-world issues such as racial and economic disparities in student achievement or the role of school vouchers in education reform. Our faculty members all have practice experience in public education, bringing from school days a lifetime of classroom teaching and coursework.

**You've Got Questions - We've Got Answers**

**Q: Do I need a master's degree for this program?**  
A: Yes, you must have a master's degree in education or a related field to be considered for admission.

**Q: How is the program structured?**  
A: The Educational Leadership Policy degree requires 18 hours of coursework to be taken in a 12-month period. It is a full-time program for those who are currently employed in education. The program is designed to be completed in a 12-month period.

**Q: Can't pursue this program if I am being denied?**  
A: No.

**Q: Can't attend in this program while working?**  
A: Yes. The program is designed to be completed in a 12-month period. The coursework is designed to be completed in a 12-month period. The program is designed to be completed in a 12-month period.

**Prepare for impact with your Ph.D. from Texas Tech University.**

**ENROLL TODAY**

**Texas Tech University College of Education**  
© 2019 University of Texas Tech | 5052 DALLAS | DALLAS, TEXAS

## SEM ADS

**TTU College of Education | Earn your Ph.D. Online | Degrees of Impact**  
 Ad [www.educationalpolicyphd.com](http://www.educationalpolicyphd.com)

Earning your Ph.D has never been easier - 100% online with Texas Tech College of Education. Start earning your Ph.D. online today and begin your journey to a degree of impact.  
 Flexibility · Fully Online · Cohort approach · Real-W...  
 Amenities: Fully Online, Field-based Internships, Te...

Call (806) 834-0429

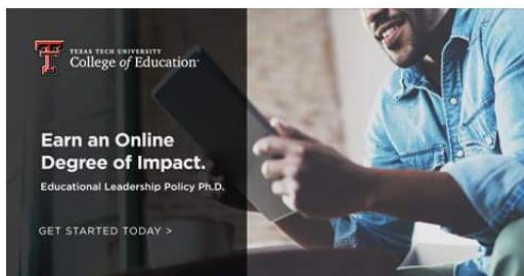
**TTU College of Education | 100% Online Ph.D. | The Time is Now**  
 Ad [www.educationalpolicyphd.com](http://www.educationalpolicyphd.com) (806) 834-0429

It's never too late to further your education with a convenient, online degree. Texas Tech University College of Education: Where leadership meets policy. Start today.  
 Flexibility · Fully Online · Cohort approach · Real-World Education  
 Amenities: Fully Online, Field-based Internships, Texas Tech University, Cohort App...

## SOCIAL ADS

 **Texas Tech University College of Education** ...  
 Sponsored ·

Be a part of Leadership Policy while furthering your education with an online PhD from the Texas Tech College of Education from the comfort of your own home! Find out more and get started today.



**Earn an Online Degree of Impact.**  
 Educational Leadership Policy Ph.D.  
 GET STARTED TODAY >

EDUCATIONALPOLICYPHD.COM

**Education Leadership Doctorate**

LEARN MORE

 **Texas Tech University College of Education** ...  
 Sponsored ·

If you've been waiting for the right time to earn your Ph.D., it's here. Texas Tech University's College of Education offers a 100% online doctorate program. Find out more today and become a leader of education.



**Be on the Leading Edge of Educational Leadership Policy**  
 GET STARTED TODAY >

EDUCATIONALPOLICYPHD.COM

**Texas Tech Online Ph.D.**  
 Are You Ready to Make an Impa...

LEARN MORE



**Texas Tech University College of Education** ...  
Sponsored · 🌐

Imagine this: A Ph.D. that works around YOUR schedule! No need to continue imagining - Texas Tech University's College of Education now has a 100% online doctorate program. Learn more and get started today!



**Where Leadership Meets Policy.**

START YOUR ONLINE Ph.D. TODAY >

EDUCATIONALPOLICYPHD.COM

**Earn Your Ph.D. From Anywhere with TTU**

LEARN MORE



**Texas Tech University College of Education** ...  
Sponsored · 🌐

Stuck in a job where you feel like you aren't making a difference? It's not too late to start making an impact. Learn more today about Texas Tech's College of Education's 60-hour Ph.D. program - 100% online, on your time.



**Earn Your Ph.D. 100% Online**

GET STARTED TODAY >

EDUCATIONALPOLICYPHD.COM

**100% Online Texas Tech College of Education Ph.D.**

LEARN MORE

## RESULTS FROM THE TWO MONTH CAMPAIGN

### SEM RESULTS:

118 Phone Calls

94 Contact Forms

CTR: 5.99% (national avg is 2.20%)

### SOCIAL RESULTS:

190,941 Impressions

2,917 Clicks

CTR: 1.53 (national avg is 0.73%)

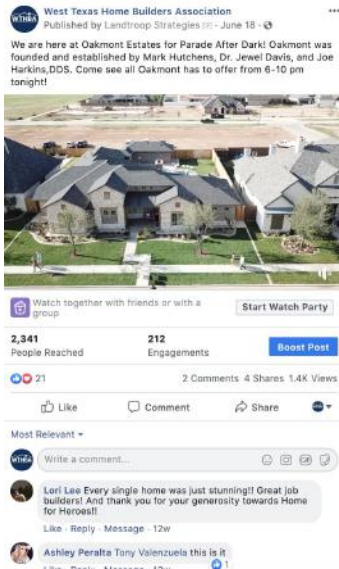
## SOCIAL MEDIA

Social media is as vital today as it has ever been. It's also becoming more complicated to navigate and succeed in this arena by the day. With more platforms, merging partnerships, distinct voices, changing algorithms and influencers, you can't just trust social to interns any longer. Lucky for our clients, the EMW Team knows how to leverage these platforms with social playbook strategies to increase and engage raving fans.



## Featured Client: Lubbock Parade of Homes - West Texas Home Builders Association

The West Texas Home Builders Association (WTHBA) social media platforms get taken over by Team EMW three times a year to showcase and drive traffic to their annual events. Whether we're doing a Facebook Live straight from the drone or posting sneak peeks of homes on their Instagram story, we know how to keep an audience on the edge of their seats.



## Featured Client: Lubbock Lemonade Day

From Facebook to Instagram, Snapchat, Pinterest, and everything in between, we have a passion for telling the incredible story of Lemonade Day on all social media platforms. We take pride in empowering tomorrow's entrepreneurs. Communicating this amazing opportunity one story, contest, sponsor, scholarship and stand at a time makes this social media campaign a win/win for Lubbock.



## MAGAZINE AD

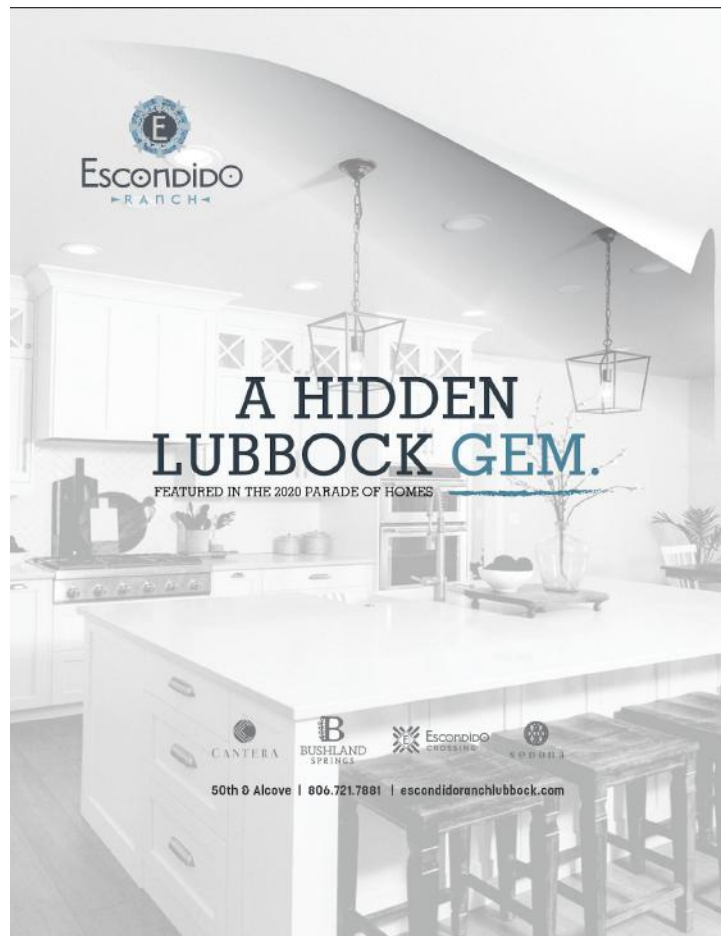
Featured Client: Escondido Ranch & Bushland Springs



**B**  
BUSHLAND  
SPRINGS  
19TH & UPLAND

HOMEOWNED COMMUNITY  
STARTING IN THE \$200'S  
FRENCH ISD

CONTACT US TODAY  
806.773.0813  
letstalk@bushlandsprings.com



**E**  
Escondido  
RANCH

**A HIDDEN  
LUBBOCK GEM.**  
FEATURED IN THE 2020 PARADE OF HOMES

CANTERA BUSHLAND SPRINGS Escondido CROSSING SPDR

50th & Alcove | 806.721.7881 | escondidoranchlubbock.com



## VIDEOGRAPHY

Employing one of the region's premier video storytellers, EMW Digital emerges our vision, scripting, and directing genius with our eye for capturing the story and production work to create magic. Here are some of our favorites.

### **Texas Tech Teach Across Texas:**

Helping tell this empowering story is one of the truest win-wins we've witnessed. We were honored to build the video that will help recruit the next generation of Texas teachers and encourage them to pursue their dream job as educators of Texas students.

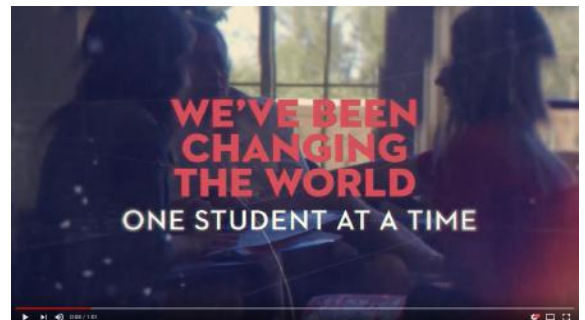
**See the full video here:** [TTU Teach Across Texas](#)



### **On The Leading Edge:**

Texas Tech College of Education needed a new campaign they could be proud of. We crafted a compelling video to showcase the unveiling of the new campaign and mark, *On The Leading Edge*.

**See the full video here:** [TTU College of Education](#)



### **Audi Lubbock:**

Audi's new Lubbock location launched on Labor Day, 2017. We created this fun hype video as a countdown to get their social media audience excited about the grand opening.

**See the full video here:** [Labor Day Launch](#)



### **TV - Audi Lubbock:**

EMW Digital combined hard work with fun energy to create this promotional tv ad for Audi Lubbock, which highlighted the passion and practice of the Alderson Auto Group team.

**See the full video here:** [One Amazing Ride](#)





## CAMPAIGN DEVELOPMENT AND EXECUTION

### Featured Client: US PREP

When the Gates Foundation-funded organization, US PREP, contacted us because of their affiliation with Texas Tech College of education, we were hooked. A handful of coalition partners across the country needed branding, a website, print collateral including 100+ page conference booklets, videos, social, event planning, promo items, PR, data-mining, email campaigns, and more.

Moving the needle for them was an inside game. Helping them present well publically at all events was critical, but positioning them as experts in their space was very strategic.

We elected to help send the right messages to the right offices via digital and PR plays to keep projects both effective and within budget.

Since partnering with us, they have doubled the size of their coalition and are changing the face of education via teacher prep paradigm shifts across the country.

CONFERENCE PACKET COVER:

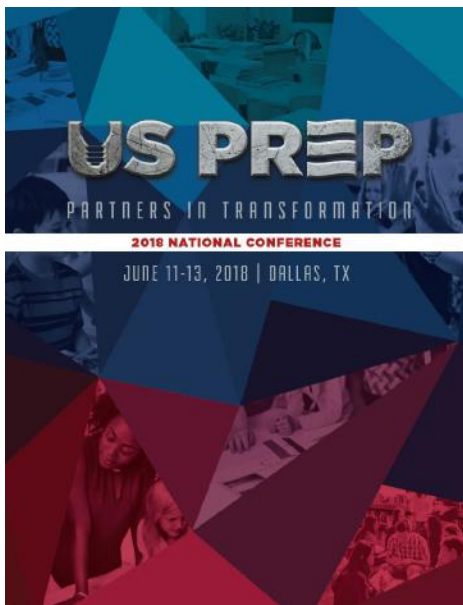
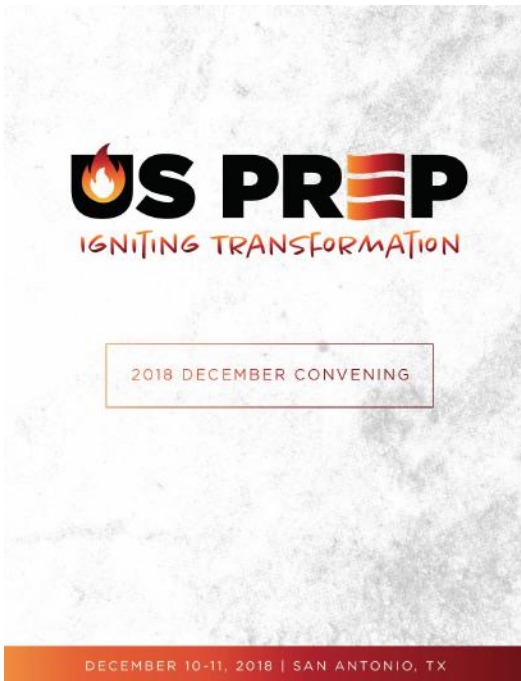


TABLE TENT:



REGISTRATION TABLE SIGN:





US PREP  
Renewing Educator Preparation

REWRITING THE NARRATIVE OF TEACHER PREPARATION  
BECAUSE WE CAN'T AFFORD TO FAIL.

**CLASSROOM-READY FROM DAY ONE.**

The University-School Partnerships for the Renewal of Educator Preparation (US PREP) is a national center committed to transforming teacher preparation impacting education in local communities. US PREP collaborates with universities and partnering school districts to cultivate a success-driven program to prepare teachers—especially those teaching in traditionally underserved communities.

**125,000**  
Students impacted every year by US PREP graduates across campuses in the US

**5,000**  
New teachers entering the classroom every year equipped by a US PREP partnering program.

**15**  
The number of universities participating with local campuses in making a difference in education

**PARTNERS WITH A PASSION FOR EDUCATION**

US PREP has a track record of developing innovative university-based programs. Our proven model delivers data-driven, evidence-based results. Our current cohort of partnering universities and schools include:

- Texas Tech University & Lubbock ISD
- University of Houston & Houston ISD
- Sam Houston State University & Klein ISD/Aldine ISD
- UT San Antonio & San Antonio ISD
- UT El Paso & El Paso ISD
- Southern Louisiana University & Ascension, St. Charles, and Tangipahoa Parishes
- Jackson State University & Jackson Public Schools
- University of Missouri - Kansas City & Kansas City Public Schools/Kansas City Charter Schools
- University of Memphis & Shelby County Schools
- San Diego State University & La Mesa Spring Valley Schools
- University of the Pacific & Stockton ISD
- Lehman College & NYC Department of Education
- Brooklyn College & NYC Department of Education
- Tufts College & NYC Department of Education

★ NEW PARTNER  
★ MAJOR PARTNER

**STUDENT SUCCESS SPOTLIGHT**

I learned more in one year than I would have in a lifetime. Thanks to this training, I became the best teacher I could be—and now I feel extremely confident and prepared to educate my new class of kindergartners. Thank you!

George Hardeman  
FRESH FROM GRADUATING, CLASS OF 2018

**EDUCATOR PARTNERSHIP SPOTLIGHT**

It's so important that people realize the product they're getting with US PREP partners: A second year teacher in the first year... from US PREP partners, you know what you're 'getting' - a top candidate!

Mike Worth  
ASSISTANT SUPERINTENDENT FOR ELEMENTARY SCHOOLS, LUMBURK ISD

**US PREP**  
Renewing Educator Preparation

Be an innovator in educator preparation. Get in touch today to be a part of real, sustainable change directly impacting students across our country!

Visit [usprepnationalcenter.com](http://usprepnationalcenter.com) for member benefits and more information.

© 2017 US PREP. All rights reserved.

## ADDITIONAL SERVICES & PORTFOLIO SAMPLES

### BRAND IDENTITY/BRAND STANDARDS

Proudly branding countless businesses, nonprofits, and political campaigns, our final products are always thoughtful and well-rounded, ensuring the chosen message translates well to all mediums. Our goal is for the client to love the brand and tagline as much in a decade as they did when we first created it. Brands should be living things, but timeless.

#### Community Branding:

EMW Digital takes pride in having helped name and brand several of Lubbock's newest communities over the last five years. We've crafted each development's brand to be unique from their competition and stand the test of time as they grow from dirt to completion, helping homeowners embrace a true sense of arrival when they enter the gates. From there, we developed websites, signage, billboards, print ads, digital ads, tv ads and more.



### Corporate Branding:

This national start-up came to EMW Digital in search of a strong brand and art elements to illustrate their company. As a digital insurance marketing solution looking to disrupt a well-established industry, we selected strong fonts and colors across their print and digital aesthetics.



### Texas Tech University - College of Education:

The Texas Tech College of Education came to the EMW team with the desire to launch a campaign that utilized unique art elements to showcase the innovative and fresh ideas of the college. Through a series of strategic collaborations, we crafted a graphic element called “On The Leading Edge” for the entire college to use to distinguish all of their departments. Additional art elements were created for their Teacher Preparation programs – Strong Teachers Day One and the US PREP National Resource Center branding.

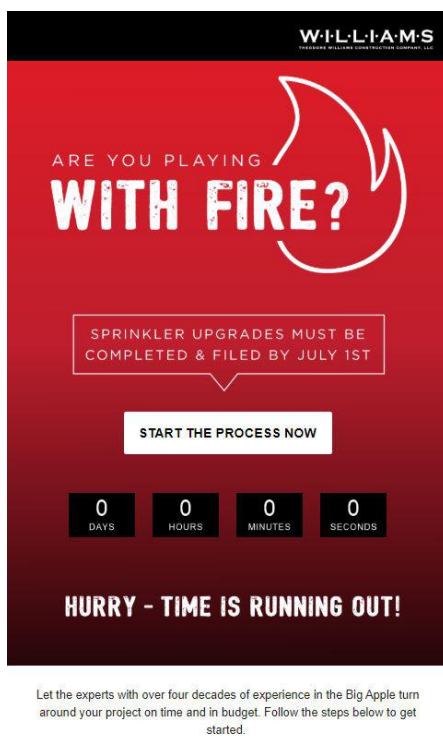
See the launch video here: [On The Leading Edge](#)





## EMAIL BLASTS

When created and executed with experience, creativity, and purpose, email blasts are a successful tool that delivers a company's message to a very targeted audience. EMW Digital has mastered the art of crafting email blasts for our clients as a way to provide them with a communication strategy that is often overlooked.



## US PREP: *Monthly Donor/Partner Newsletters & Event Promotion*

US PREP uses monthly newsletters to share progress, technical support data, and updates to their university and school district partners as well as educators across the country. As a second use, these email blasts notify their audience of upcoming events such as their highly anticipated conferences. Their current statistics are running over 2x the industry average for open and click rates.

## PUBLIC RELATIONS / STRATEGY DEVELOPMENT

One of our greatest strengths, public relations is the art of telling your story via earned media - one of the most valuable and cost-efficient platforms. Aside from the traditional press releases, statements, media advisories, quotes, press conferences, etc... public relations at EMW also includes social media management, and crisis communications. Richly steeped in our political experience, our strategic quick-thinking shines here perhaps more than any other platform. Here are a couple of examples of how we excel in this arena - that we can speak about.

### **Lubbock Lemonade Day: *Inspiring a community to invest in youth entrepreneurship.***

Now in its 7th year, Lubbock Lemonade Day has a top-of-mind brand awareness of over 95% across Lubbock and the South Plains. National Lemonade Day was so impressed, they hired EMW Digital to help with national PR, including recently assisting on scripting, shooting, and directing a video that was played at the 2017 Super Bowl pre-party where the charity and its founders were honored as the Super Bowl charity of the year.



### STAR ER: *Turning the tide of trusting freestanding emergency centers*

This locally-owned freestanding emergency center contacted EMW to combat the growing national sentiment vilifying their industry as a whole. Great creative content would not be enough to influence HR leaders and insurance brokers in the area to give this newly opened small business a fair shake. Our team implemented guerilla PR tactics combined with visible messaging to clarify local sentiment and began implementing a strategic plan to turn the tide in their favor. With the help of strategic messaging and placements, patient volumes increased by over 87% in just six short weeks.





## EVENT PLANNING AND EXECUTION

Planning and executing an effective event requires both vision and precision. Whether it's a small private luncheon to bolster strategic discussion or a community-wide fundraising affair with featured celebrity guest speakers and large-scale production, the team at EMW Digital knows what it takes to create memorable and impactful events. The following events are some of our most recent examples of the variety of work we provide our clients.

### YWCA: Women of Excellence

The EMW team was tasked with organizing, preparing, and executing the 32nd annual Women of Excellence ceremony recognizing and honoring women in our community who have achieved excellence in their careers or professions and whose contributions to business, industry, organizations, and the community are crucial to the success of the same.



### Audi Lubbock: Test Drive to Save Lives (2017)

For the entire month of October, Audi Lubbock partnered with EMW to encourage the local community to support Breast Cancer Awareness. We executed a series of promotional events throughout the month, ending with a tailgate celebration and check presentation to the American Cancer Society of Lubbock.





## PHOTOGRAPHY

If a picture is worth 1,000 words, then we have filled libraries with breathtaking imagery. Truthfully, EMW Digital loves telling stories through a lens. We see it as one of the best ways to engage an audience, whether on a billboard, magazine spread, or Instagram post.

### Lubbock Parade of Homes

Since 2012, we've been capturing photos of the beautiful trends in home building and interior design for Lubbock's annual Parade of Homes hosted by the West Texas Home Builders Association. Exterior, interior, drone, and 360-degree shots are taken each year.



## Preston Manor Community

Artistic photos were taken by the EMW team to highlight the wonderful amenities offered at the Preston Manor clubhouse, including nine tennis courts, community pools, a dog park, and the beautifully crafted, impeccably designed custom homes in this luxurious West Texas community.





## AUDIO

### Radio - Homes For Heroes:

Tasked with helping develop the campaign to launch the charitable arm of the West Texas Home Builders Association, we were and remain proud to help power Lubbock Homes for Heroes. Production of this gold Addy award-winning radio spot had us leverage a lot of connections for a magical impact.

**Hear the full audio here:** [Welcome Home](#)



### Radio (Pandora) - Home + Garden Show

EMW branched out in ways to promote the annual Home + Garden Show that resulted in an increase in ticket sales and number of successful booths. That's what a win looked like for the WTHBA and EMW delivered with strategically targeted Pandora ads like this one.

**Hear the full audio here:** [Pandora Ad](#)



## WEBSITE DESIGN, DEVELOPMENT, & MAINTENANCE

With well over 100 websites under our belt, EMW is well-versed at telling stories online. Here are a few recent examples:

### Stratford Pointe

- **View Here:** <https://stratfordpointelubbock.com/>



### 1-Spine Chiropractic

- **View Here:** <https://www.1-spine.com/>



### Caprock Home Health Service

- View Here: <http://www.chhs.com>



### Andrus Brothers Roofing

- View Here: <https://andrusbrothers.com/>



### TAJ Hospitality Management

- View Here: <http://www.tajhospitality.com/>



### BH Drafting - Lubbock

- View Here: <https://bhdrafting.com/>





## MORE PRINT

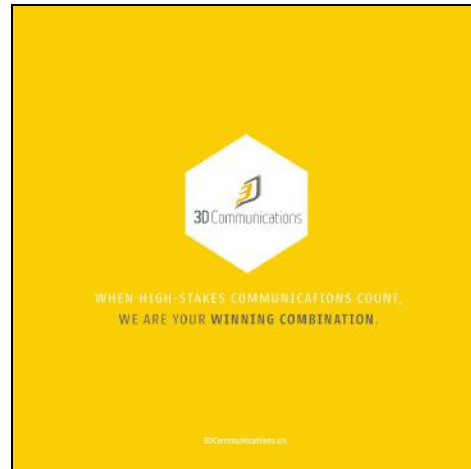
### 3D Communications:

3D Communications provides strategic communications for pharmaceutical companies while assisting them in securing patents and FDA approval. We created this clean, concise leave-behind that succinctly highlights the best qualities of their company.

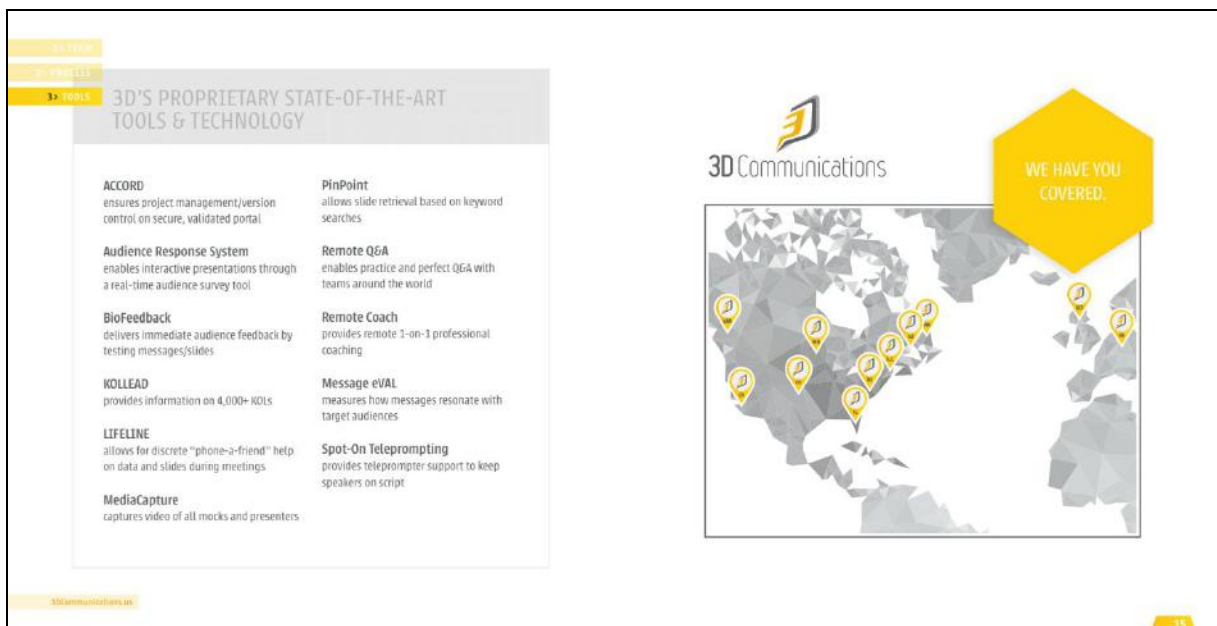
### LEAVE BEHIND:



FRONT



BACK



## Caprock Home Health:

Beyond designing standard brand pieces like business cards and brochures, Caprock Home Health relied on EMW Digital to bring consistency to their brand across 10 branch locations with tools for their office and field teams. We knew Caprock Home Health could benefit from a unique way to bring their home health clients' stories in their office locations, so we designed canvases that displayed client photos with their individual testimonial quotes. CHHS can now tell their stories to visitors and prospective clients without saying a word.

### PRINTED CANVAS



### BUSINESS CARD FRONT/BACK



### BROCHURE



## APPLICABLE PERSONNEL



**kirk**  
OWNER/CEO



**hamza**  
FULL STACK DEVELOPER  
CHIEF TECHNICAL OFFICER



**kelly**  
CHIEF OPERATING OFFICER



**melissa**  
DIGITAL DESIGNER  
BRAND DEVELOPER



**haley**  
HEAD OF HR/BOOKS/LOGISTICS



**brenna**  
SOCIAL MEDIA SPECIALIST



**haley**  
DIRECTOR OF PAID MEDIA  
CLIENT RELATIONS



**magen**  
GRAPHIC ARTIST



**dillan**  
HEAD OF PRODUCTION



**kalie**



**brittany**

## APPLICABLE RESUMÉS

### KIRK NOLES

Owner

**EMW DIGITAL**

kirk@emw.digital



- Kirk started his journey into the world of digital communication via the route of art and design. Studying graphic art and web design in college, interning at the Hensley Gallery Southwest in Taos NM, and attending the Art Student's League of New York in New York City paved the way for Kirk's passion to communicate and evoke emotion visually.
- Beginning his career in graphic design and marketing, Kirk developed and designed campaign materials and brands for the Republican and Democratic parties national campaigns in the 2004 and 2006 election cycles. From there, Kirk was recruited to manage and facilitate the national digital marketing for an international, fortune 5000 drug rehab facility. As the digital world expanded, so did Kirk's interest in entrepreneurship and EMW Digital was born.
- Teaming up with entrepreneurial masterminds Peter Voogd (New York Times Best Selling Author of 6 Months to 6 Figures, founder of the prestigious Gamechangers Academy), Mark Lack (best-selling author of "Shorten The Gap" and TV host of Business Rockstars) and Austin Netzley (27-time #1 bestseller "Make Money, Live Wealthy." founder of ONE Pursuit, Founder and CEO of 2X) Kirk has taken his business and personal life to an elite level.



## KELLY KINGSTON

Chief Operations Officer

EMW DIGITAL

kelly@emw.digital



Throughout her time at EMW Digital, Kelly has changed the game in what clients expect and receive. From starting as a social media intern, to taking on the role of lead graphic designer, to learning videography and paid digital media to benefit clients, Kelly has held every role in EMW and is now the go-to girl for all things a client could need. By strategically placing employees in positions she knows they will excel in and monitoring all operations and deliverables, Kelly doesn't let any ball get dropped.

Kelly majored in Public Relations at Texas Tech University, completing her Bachelor's degree in just three years. After graduating, she attended Texas Tech's graduate school and received her Master's degree in Strategic Communication, learning more about behavioral workplace differences in leading diverse teams. While completing her Master's degree, she also received a graduate certificate in Digital Marketing, giving her the knowledge and confidence to successfully manage a team of media developers.

### Expertise in:

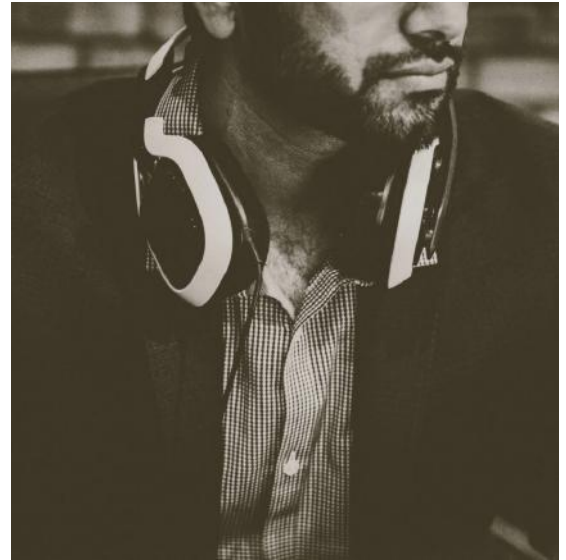
- Photography
- Videography
- Drone Media
- Broadcast Media
- New Product Development/Design
- Strategic Planning
- Advertising & Promotions
- Campaign Management
- Social Media Marketing
- Copywriting
- Graphic Design
- Web Design
- Commercial Production
- Staff Development/Management
- Paid Digital Media
- Adobe Creative Cloud

## HAMZA KHALID

Chief Technical Officer

EMW DIGITAL

hamza@emw.digital



Hamza is the Chief Technical Officer at Everyman Media Works. He ensures that all technical aspects of projects are executed and completed efficiently and effectively. He performs routine quality checks of services and works on projects with clients. He strives to push the boundaries of digital engagement, design, innovation and communication technology. He has over 10 years of experience in technological services, such as web design, software development, web development, and system administration.. He has worked with several Fortune 500 companies, such as Apple Inc. Hamza is focused on making EMW one of the nation's most innovative digital marketing firms.

Hamza graduated from Texas Tech University with both his undergraduate and graduate degrees. He graduated with his double B.S.'s in Computer Science and Microbiology, and pursued a M.S. in Computer Science and an MBA.

### Expertise in:

- Web Design & Development
- Software Design & Development
- DevOps/SysOps
- Database Management Security
- Kanban/Scrum Methodologies
- Object-Oriented Methodologies
- Microsoft Azure DevOps & AWS
- Atlassian JIRA
- Solutions Engineering, Testing & Optimization
- Network Security Management
- Google Analytics/GTM
- New Product Development/Design
- Strategic Planning
- Information Security
- AWS Cloud Practitioner Certified
- Copywriting
- Graphic Design
- Strategy, Planning & Leadership
- Global Project Management
- Problem Analysis & Resolution
- Data Warehouse & Analytics
- Adobe Creative Cloud

**HALEY GRIZZAFFI**  
**Director of Paid Media + Client Relations**  
**EMW DIGITAL**  
haley@emw.digital



Haley is the director of paid media and client relations at EMW Digital. After graduating with her B.A in Advertising from Texas Tech in 2018, she began working full-time as a digital and traditional media buyer. With over two years of traditional and digital media experience, she is results-driven with an eye for details and deadlines; she loves data, analytics, and results.

- **Director of Paid Media + Client Relations (January 2020 - Present)** Strategically sell, manage, and place all traditional and digital media buys for optimum performance while developing and sustaining network relationships. Negotiate contracts and properly allocate 6 figure budgets while outperforming local and national ROI averages. Sole point of contact for clients to determine campaign goals and achieve all project goals within given constraints.
- **Media Strategist + Project Manager (October 2018 - December 2019)** Assist with managing client relationships, meetings, campaigns, and deadlines. Manage all digital media buys across Facebook, Instagram, Google Adwords, etc, and assist with traditional media buys.
- **Social Media Coordinator (May 2018 - October 2018)** Works with the social team and writers to develop content for social media campaigns, email blasts, and overall social concepts from beginning to end. Monitors fan engagement, launches content and engages with fans once the content is live to drive traffic and increase ROI while helping maintain an overall consistency in message and brand.

#### Expertise in:

- Traditional Media Buying
- Digital Media Buying (FB/Insta, etc)
- Google Adwords & Analytics
- Strategic Planning & Analysis
- Advertising & Promotions
- Campaign Management
- Social Media Marketing
- Copywriting
- Press Release Creation/Distribution
- Commercial Production

**HALEY SUMRULD**  
**Head of HR / Books / Logistics**  
**EMW DIGITAL**  
haleys@emw.digital



Haley is the Head of HR/Books/Logistics at EMW Digital. With over three years of human resource experience, she is our champion of administration, customer service, and staff development. She loves to face all business challenges head-on using various organizational tools. Her favorite, however, is using Google Sheets or Microsoft Excel, as she'll find any excuse to make a detailed spreadsheet. She is originally a Fort Worth native but has made the switch to being a true West Texas girl. She graduated from Texas Tech in 2017 studying human resource development and political science.

- **Head of HR/Books/Logistics (2020 - present)** Responsible for directing and planning all human resources. Oversees all billing and invoicing that passes through the company. Maintaining client relations and oversight. Helping with organization and execution of team roles after client meetings and planning
- **Office Administration (2019-2020)** Oversaw all accounts receivable and accounts payable. Assisted in applicant tracking, interviewing and hiring.
- **Human Resources & Payroll (2017 - 2019)** Worked directly with the CFO to ensure all payroll financials were accounted for on a regular basis. Was responsible for seeking out, screening and hiring new candidates based on current needs. Maintained compliance on a federal and state level to ensure all employment laws were upheld.

#### Expertise in:

- Quickbooks
- Microsoft Applications
- Budget Development & Maintenance
- Task Management Software(s)
- Client Relations
- Business Development
- Google Applications



**MELISSA STARCK**  
**Digital Designer + Brand Developer**  
**EMW DIGITAL**  
 melissa@emw.digital



Melissa is the Digital Designer and Brand Developer at EMW Digital. With over 5 years of digital graphic expertise and brand development, she loves a creative challenge! She was EMW Digital's first outside hire all the way from San Antonio. She graduated from Texas State University in 2013 with a Communication Design degree. After graduating she traveled the world as a tennis professional. Her worldly travels continue to inspire her graphics, aesthetics and brand development. Our digital do-it-all uses various platforms and applications to keep client's brands and digital advertisements fresh, unique and impactful. Her mastery of Adobe Creative Cloud and social media platforms allows her to create and execute campaigns.

**Expertise in:**

- Photography
- Brand Development
- Graphic Design
- Strategic Planning
- Campaign Management
- Google Adwords
- Facebook/Instagram Ads
- LinkedIn Ads
- Social Media Management
- Copywriting
- Adobe Creative Cloud
- Google Analytics

**BRENNA POTTS**  
**Social Media Coordinator**  
**EMW DIGITAL**  
brenna@emw.digital



Brenna handles all things content development. During her time at EMW Digital, Brenna has become our go-to for ideas, developing and handling relationships with clients, and just about anything we throw her way. Brenna is one of our analytical thinkers of the group, wanting to get a full understanding of our client's wants and needs as it pertains to their social media presence.

Brenna majored in Electronic Media and Communications with a minor in Public Relations at Texas Tech and is currently attending Texas Tech's graduate school completing her Master's degree in Mass Communication with emphasis on social media and content creation and development.

**Social Media Coordinator (2018 - Present)** Generates organic social media content for a variety of clients across all social media platforms while exceeding expectations as pertains to the client's social media brand presence.

**CRM Utilization Manager (2016 - 2018)** Trained business development consultants, sales representatives, and sales management teams on the effective use of e-commerce and Customer Relationship Management systems. Constructed training guidelines that were utilized amongst sales teams and business development consultants. Aided in the success of the sales staff.

#### Expertise in:

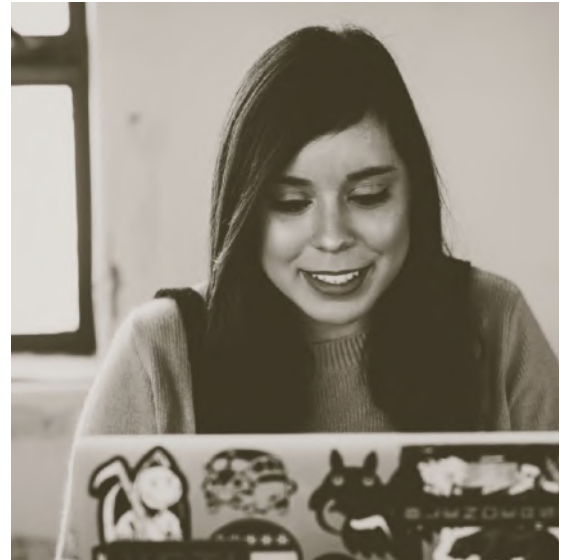
- Photography
- Strategic Planning
- Social Media Marketing
- Content Creation
- Copywriting
- Graphic Design
- Adobe Creative Cloud
- Business Development

## **MAGEN QUEZADA**

**Graphic Designer**

**EMW DIGITAL**

magen@emw.digital



A West Texas native, Magen expanded her boundaries from a small town to the larger area of Lubbock, Texas. Magen is one of EMW's resident creatives and our lead graphic designer. She has a great eye for detail and loves to make her work stand out. She has an

Associates degree in Design Communications from South Plains College and a Bachelors degree in Digital Media Arts from Lubbock Christian University. During her college career, she took on multiple internships as lead graphic designer.

With her strengthened skills in design, Magen is able to excel in all projects that are thrown at her. At EMW, she has developed brands, created content, and developed excellent print pieces.

### **Expertise in:**

- Graphic Design
- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- Adobe AfterEffects
- Photography
- Screen Printing
- Microsoft Office Suite
- Print Media
- Digital Media Design
- CSS
- HTML
- Python



## **DILLAN CULLIFER**

**Head of Production**

**EMW DIGITAL**

dillan@emw.digital

Dillan is jack-of-all-trades when it comes to media production and content creation. Dillan has several years of experience in photography and videography creating content for several platforms including social, web, broadcast and many more. If it involves a camera Dillan is your guy.



Shooting great photos and footage aren't Dillan's only skills. Dillan can bring a brand's story to life with his editing and motion graphics experience. Between his experience in the editing room and behind the camera Dillan can bring your creative concepts to life.

### **Radio DJ/Broadcast Technician, KGWB (2013-2016)**

Produced PSAs and advertisements as well as hosting a weekly radio show.

### **Content Producer, Landtroop Strategies (2016 - 2019)**

Produced video and photo content for clients web and social channels as well as broadcast materials. Helped conceptualize and script videos. Planned and organized logistics for shoots. Worked with paid media teams to create and content tailored to a wide variety of platforms.

### **AWARDS/CERTIFICATIONS:**

#### **Texas Intercollegiate Press Association Award—**

KGWB, 2016

#### **Lubbock Advertising Federation, One Gold & One Silver ADDY Award—**

Landtroop Strategies, 2017

### **Licensed Commercial Drone Pilot**

#### **Expertise in:**

- Photography
- Videography
- Graphic Design
- Adobe Creative Suite
- Media Production Management
- Drone Photography
- Drone Videography
- Social Media Marketing

## KALIE MARCHINGTON

Creative Content Developer

EMW DIGITAL

kalie@emw.digital



Kalie is our Creative Content Developer and is driven in her professional work. She began as an intern at EMW Digital and after graduating from Texas Tech University with her Bachelor's degree in Business Administration, became full time in her position. During her time majoring in management and marketing, she acquired all of the skills needed to be personal, creative, and knowledgeable in the field of marketing. She is versatile in her abilities and has experience in photography, videography, and editing. Kalie enjoys bringing things to life and providing excellent results while building relationships with those she is working with.

**Creative Content Developer (2019-Present)** Develops creative social media content for EMW Digital's advertisement and works with clients to generate campaigns and effective content.

**Piper Boutique Manager (2019-2020)** Hired and placed employees where best seen fit, built relationships with regular customers and staff to better assist them, and advertised via social media and web services.

### Expertise in:

- Photography
- Videography
- Adobe Photoshop
- Adobe Lightroom
- Strategic Planning
- Content Development
- Social Media Marketing
- Copywriting
- Web Design
- Mailchimp

## **BRITTANY BRUENING**

**Digital Content Creator**

**EMW DIGITAL**

brittany@emw.digital



Brittany is a digital content creator at EMW Digital and takes pride in knowing she can handle any project you throw her way. Born in Lubbock, Brittany grew up in DFW but made her way back west to attend Texas Tech University to play softball and earn her degree in Public Relations.

Brittany credits her love of sports with much of her media experience, having worked in various roles with the Texas Tech Athletic Department, Minor League Baseball and Major League Baseball. Those opportunities not only fueled her passion for competition but opened the door to integrate her creativity.

Over the last five years, Brittany has gained experience in many areas of advertising, from photography and videography to graphic design and traditional media buying. Her attention to detail and a keen eye for engaging content help our clients stand out on whatever media they choose.

- Photography
- Videography
- Broadcast Media
- Strategic Planning
- Advertising & Promotions
- Social Media Marketing
- Copywriting
- Graphic Design
- Commercial Production
- Adobe Creative Cloud
- Event Planning
- Content Creation

## APPLICABLE EMW TEAM BY FUNCTION

