

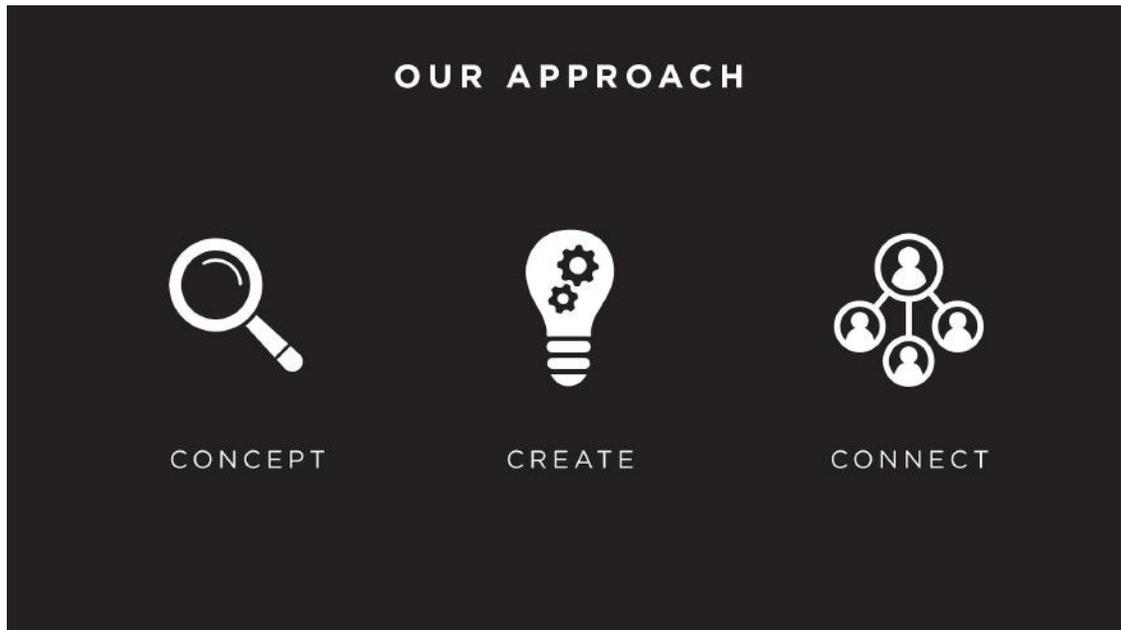


806.550.2914 | 1306 A Broadway, Lubbock, TX 79401

kirk@emw.digital | 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 & PRINT

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.

VIDEO SHOOTING & EDITING

The medium of choice, we inspire audiences through expertly-crafted film and animation videos of all lengths and styles. We partner directly with the client to storyboard, script, and produce timeless videos that best capture their story.

AUDIO RECORDING & PRODUCING

If you believe that words matter, then you love hearing them read back to you. Compelling copy is rare in today's impatient world and drives everything we do. Of course, audio is generally considered the radio and streaming radio platforms, but more currently is making a massive comeback in Alexa/Siri content, podcasts, etc...

COMMERCIAL (TV/RADIO/DIGITAL)

Often credited with crafting 'national quality' tv ads for local markets and clients, we understand the art of marrying the perfect script to the perfect style in order to get attention and ultimately solicit action. With a unique ability to generate higher click-through rates on Pandora, we know how to marry the perfect script to the perfect music and digital graphic to elicit a call to action on streaming radio. That transforms into local radio as well. Converting those video and still graphic assets to digital platforms requires a solid grasp of consumer behavior and the platforms, evident by the resulting leads we generate on behalf of multiple clients.

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.

SOCIAL MEDIA

Where many companies have ‘interns’ as their answer to transitioning from a traditional to digital agency, we prioritize strategic copywriters and experienced leaders in the field who can anticipate trends, adjust to platform changes, and ensure brand standards are maintained which results in moving the bottom line for clients.

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**

Many firms build lovely ads. Because 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.

MEDIA BUYING/PLACEMENT

Once a budget and end result is determined, we strategically select the perfect media platforms to elevate our client’s brand, reach the intended target audience, and generate engagement, votes, and revenue so the campaign goals are achieved.

PUBLIC RELATIONS STRATEGY AND EXECUTION

The art of developing strategic relationships with media partners to increase earned media opportunities and impact is something we have excelled at from day one. It’s still storytelling after all, just from a journalistic vantage point.

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.

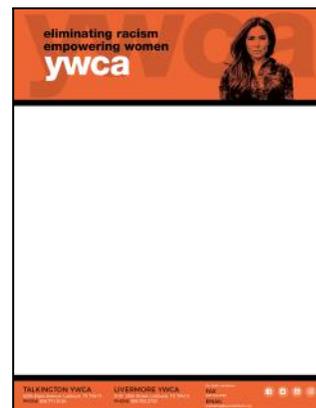
To begin, we created a short-term execution strategy for the most immediate PR needs followed by a long-term strategic plan outlining the next 6-12 months and beyond. In the first three months of our relationship, we crafted press release templates, talking points for the executive director during press 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.

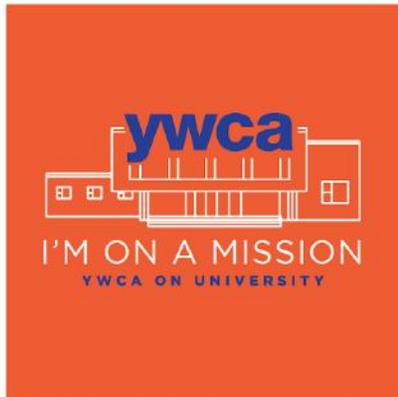
CAMPAIGN BROCHURE TEMPLATE



PRESS RELEASE TEMPLATES



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



2-Color



2-Color



1-Color





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:



SLIDER/DIGITAL

PRINTED TICKET



EVENT COLLATERAL

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.



LEARN MORE: LUBBOCKHOMEANDGARDENSHOW.COM

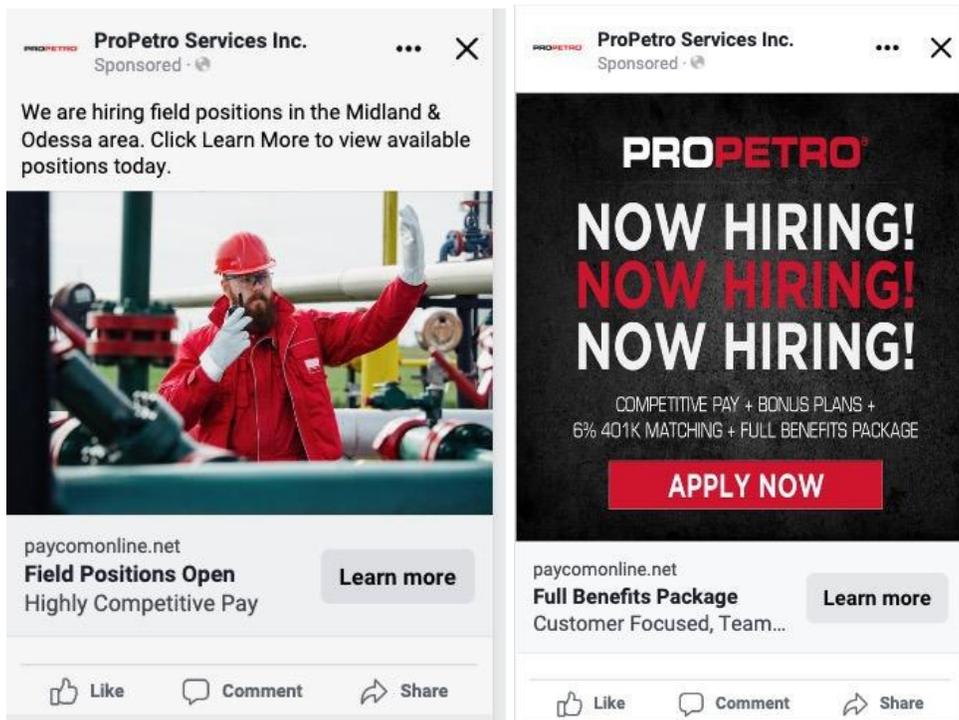
ONLINE PAID DIGITAL

Featured Client: ProPetro

GENERAL HIRING

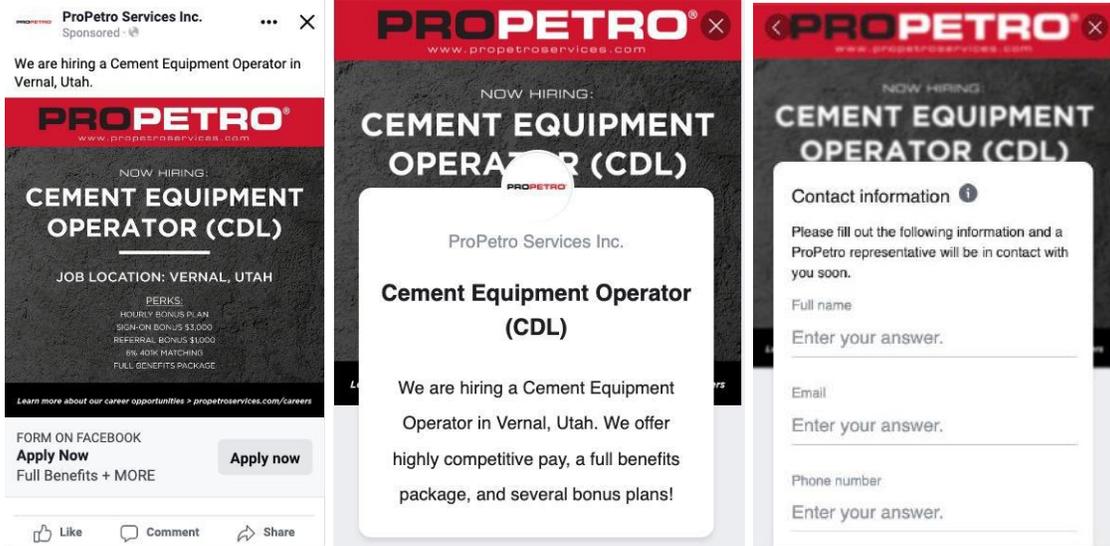
The oilfield industry constantly faces challenges when hiring: whether business is booming and rigs need hands or things are just ramping back up and organizations need to rehire. ProPetro brought us a list of expectations and pressure points they face while hiring, so we developed digital ads through various platforms to help alleviate their recruiting burden.

By taking their EVP and pairing it with on-brand design, we have increased hiring through online channels by 50%, bringing in over 200 applications from Facebook referrals in one month.



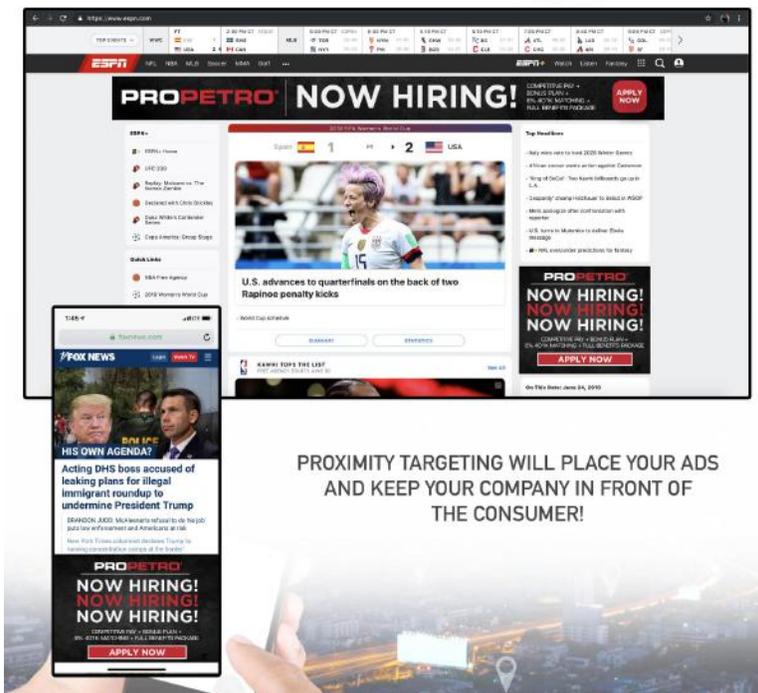
HIRING LEAD FORM

The online application is lengthy, especially for individuals who want more information about the job before they apply, so EMW Digital implemented a Lead Form on Facebook to capture interested applicants quickly. The users were then contacted by a ProPetro representative who could qualify the lead and provide more information, encouraging them to complete the full application if applicable.



HIRING GEOFENCED BANNER ADS

Social media ads are just one tool in our toolkit. We have partnered with Proximity Targeting to provide our clients with “down to the plot line” geofencing services. When ProPetro explained how many job fairs happen in the Permian Basin and that they can’t be at all of them, we implemented a digital presence through banner ads. We select a day and location, and any device in the threshold begins seeing ads throughout their online experience. Job fairs are just one example, we also geofence competitor headquarters and locations for hiring ads.



Featured Client: Texas Tech University College of Education

While our work began 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 increased under our watch.

LEAD GENERATION LANDING PAGE



Looking for a program where leadership meets policy?

Our Ph.D. degree prepares students to be critically engaged 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 programs are designed to help you achieve your vision.

WANT TO BE AN EDUCATION THOUGHT LEADER?

Take the next step at a Carnegie Tier One University already recognized for making leaders.

First Name:

Last Name:

Email:

Phone Number:

GET STARTED

Program at a Glance:

- ✓ Fully online
- ✓ First year, 60 credit hours
- ✓ Interdisciplinary nature of study
- ✓ Internship opportunities
- ✓ Field-based in the workplace
- ✓ Flexibility to fit other college courses
- ✓ Career advisors

COLLEGE OF EDUCATION

THE PROGRAM

The program seeks to bridge the divide between policy and practice. Coursework involves the application of theory to real-world issues such as social and economic disparities in student achievement or the role of school. Whether in educational reform, the faculty members will have practical experience in public education settings, from school administrator to classroom teacher and counselor.

You've Got Questions - We've Got Answers

- Do I need a master's degree for this program?**
No - This program is designed for students who have a bachelor's degree. All possible prerequisites will be evaluated on a case-by-case basis.
- Can I pursue this program if I am living abroad?**
Yes.
- How is the program structured?**
This 60-credit program is fully online and includes 48 hours of coursework and 12 hours of experiential learning for a total of 60 hours of total credit hours. It takes a cohort approach to allow a learning community to work together. This approach is designed to maximize learning and engagement between participants.
- Can I enroll in this program while working?**
Yes - This program can be self-paced in your spare time or taken while working full-time. The coursework of this program is done in 12-week, self-paced, 6-credit courses per semester including the summer term. The fall term of the program is available in a traditional year.

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

GOOGLE ADS

TTU College of Education | Earn your Ph.D. Online | Degrees of Impact
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
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.



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Education Leadership Doctorate

LEARN MORE

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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!



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LEARN MORE

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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.



EDUCATIONALPOLICYPHD.COM

Texas Tech Online Ph.D.

Are You Ready to Make an Impa...

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.



EDUCATIONALPOLICYPHD.COM

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

LEARN MORE

RESULTS FROM THE TWO MONTH CAMPAIGN

GOOGLE RESULTS:	SOCIAL RESULTS:
118 Phone Calls	190,941 Impressions
94 Contact Forms	2,917 Clicks
CTR: 5.99% (national avg is 2.20%)	CTR: 1.53 (avg is 0.73%)

Featured Client: The Hollows on Lake Travis

While our work with The Hollows on Lake Travis began and continues with email campaigns, SEM, social media management both organically and paid, printed collateral such as leave behind brochures, maps, and other marketing materials for events were created and launched in 2020. Traffic, engagement, and enrollment all increased while reducing the budget under our watch.

GOOGLE ADS

<p>The Hollows at Lake Travis Live It Up Lakeside ⓘ Build a Custom Home Today Ad www.hollowslaketraavis.com</p> <p>Start building the home you've always dreamed of in Lake Travis at The Hollows. Hill country views, lakeside properties, resort style amenities. Schedule a tour today. Builders. Community. Restort Style Amenities. Schools...</p> <p>Builders</p> <p>Resort Style Amenities</p> <p>Schedule a Tour Today</p> <p>Call (512) 240-6262</p>	<p>Lake Travis Real Estate The Hollows at Lake Travis ⓘ Schedule A Tour Today Ad www.hollowslaketraavis.com</p> <p>Dive in and start enjoying luxury lifestyle that make it easy to live it up lakeside. New homes are available for touring today. Schedule a tour, and starting living lakeside. Builders. Community. Restort Style Amenities. Schools...</p> <p>Builders</p> <p>Resort Style Amenities</p> <p>Schedule a Tour Today</p> <p>Call (512) 240-6262</p>
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The Hollows at Lake Travis | Live It Up Lakeside
 Ad www.hollowslaketraavis.com (512) 240-6262

Start building the home you've always dreamed of in Lake Travis at The Hollows. Hill country views, lakeside properties, resort style amenities. Schedule a tour today.
 Builders · Community · Restort Style Amenities · Schools
 Amenities: Beach Club, Hiking Trails, Northshore Marina, Hilltop Smokehouse, Kayak Club

<p>Builders Check out our featured builders. Learn more about custom homes.</p>	<p>Resort Style Amenities Lakeside living in Lake Travis. Check out our amenities here.</p>
--	--

Lake Travis Real Estate | The Hollows at Lake Travis
 Ad www.hollowslaketraavis.com (512) 240-6262

Dive in and start enjoying luxury lifestyle that make it easy to live it up lakeside. New homes are available for touring today. Schedule a tour, and starting living lakeside.
 Builders · Community · Restort Style Amenities · Schools
 Amenities: Beach Club, Hiking Trails, Northshore Marina, Hilltop Smokehouse, Kayak Club

<p>Builders Check out our featured builders. Learn more about custom homes.</p>	<p>Resort Style Amenities Lakeside living in Lake Travis. Check out our amenities here.</p>
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SOCIAL ADS

The Hollows on Lake Travis
Published by Melissa Starck [?] · September 22 · Austin ·

This week, we're featuring our final builder (but not least) - Giddens Homes!

Giddens Homes is an award-winning, family-owned custom home builder based in Central Texas. Specializing in estate homes, Giddens's outstanding customer service makes the building process simple. Choose from one of their numerous functional floor plans then make your own custom changes so it's perfectly suited to you. Experience the luxurious standard features, quality construction, and value of a Giddens home.

// #TheHollowsOnLakeTravis #LakeLiving #LakeAllTheWay #FunMovesHere #LuxuryLiving #HillCountryHideaway #LakeTravis #GiddensHomes




The Hollows on Lake Travis
Sponsored ·

The Hollows on Lake Travis is a master-planned community with new homes starting in the 500's. The Hollows features resort-style amenities, trails, and the largest marina on Lake Travis! Schedule a tour today.



FORM ON FACEBOOK

New Homes for Sale on Lake Travis [Sign Up](#)

See why The Hollows on Lake Travis is the most stun...

347 58 Comments

Like Comment

The Hollows on Lake Travis
Sponsored ·

At The Hollows on Lake Travis, you can start enjoying lifestyle amenities that make it easy to live it up lakeside. Grab your running shoes or a golf cart and explore over eight miles of nature trails connecting the entire community. New homes starting in the 500's and up!



HOLLOWSLAKETRAVIS.COM

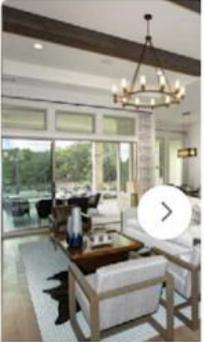
Resort Style Living at The Hollows on Lake Travis [Learn More](#)

30 3 Comments 2 Shares

Like Comment Share

The Hollows on Lake Travis
Sponsored ·

Build your dream home with Drees Custom Homes at The Hollows on Lake Travis! Custom homes starting in the 500's in our master-planned resort-style neighborhood resting on the Northshore of Lake Travis. Tour the Drees model home today!

Custom Homes on Lake Travis
Lake Living at The Hollows [Learn More](#)

Custom Homes on Lake Travis
Lake Living at The Hollows

30 1 Share

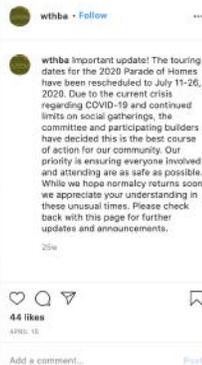
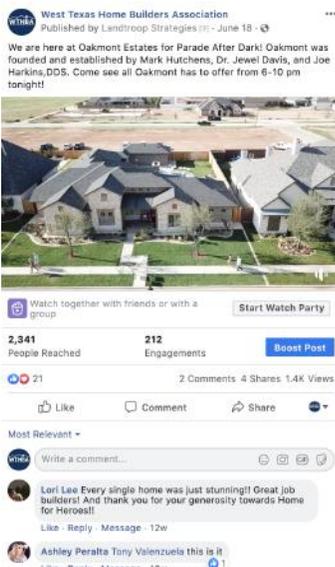
Like Comment Share

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 put an intern in charge of social media management 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: ProPetro

As a publicly traded company, ProPetro must maintain professionalism online while also incorporating posts showcasing their involvement with the community and with their employees. One goal of ProPetro’s digital accounts is to continue showing appreciation to staff members to not only retain staff, but increase applications for their constantly growing operations. We rotate between community posts, hiring posts, and staff appreciation posts to keep the ProPetro brand top of mind for staff, investors, and future applicants.

ProPetro Services, Inc
 10,541 followers
 3w · Edited · 🌐

ProPetro is hiring 30-35 equipment operators for a new frac fleet in the eastern New Mexico & West Texas area. We offer highly competitive pay, a full benefits package, and several bonus plans.

Click to apply ->
https://lnkd.in/dWGs6_rX

#hiring

PROPETRO®
 www.propetroservices.com

NOW HIRING:
**HYDRAULIC FRACTURING
 EQUIPMENT OPERATOR**

JOB LOCATION: MIDLAND, TX

DESCRIPTION:
 OPERATE EQUIPMENT ON LOCATION
 MAINTAIN EQUIPMENT
 ASSEMBLE IRON PIPES & HEAVY GRADE HOSES
 CONNECTS PUMP TRUCKS TO IRON PIPES

PERKS:
 COMPETITIVE PAY
 HOURLY BONUS PLAN
 6% 401K MATCHING
 FULL BENEFITS PACKAGE

Learn more about our career opportunities > propetroservices.com/careers

🌐 116 12 shares

ProPetro Services, Inc
 10,541 followers
 2w · 🌐

"We know how to work safely and get things done. There's no place like ProPetro." - Miguel & Daniel, two of our outstanding EOs on the Platinum Crew at ProPetro.

Ready for a fulfilling career with highly competitive pay, benefits, and bonuses? We're hiring - Apply today: <https://lnkd.in/g43UZyPU>

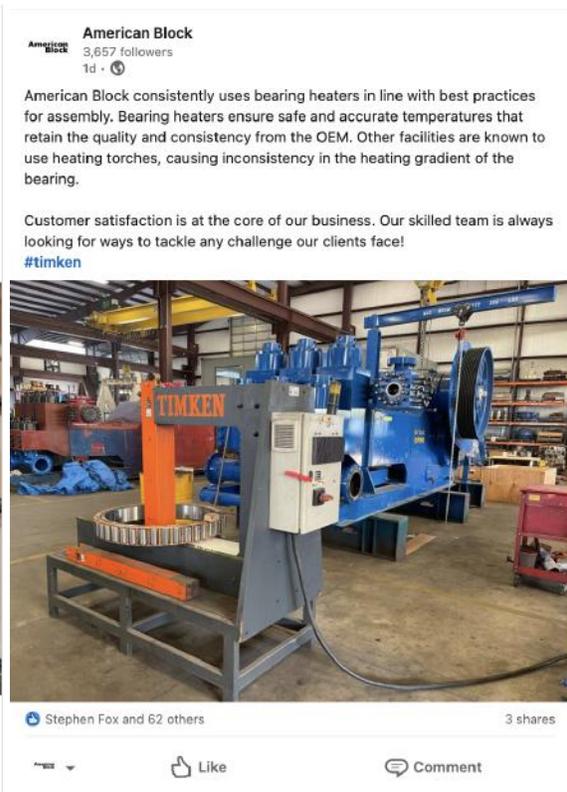
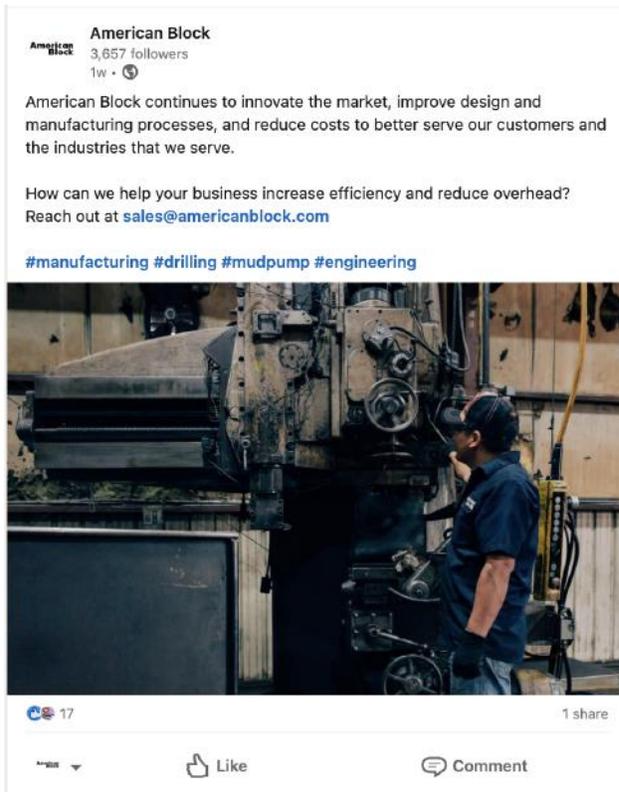
👍 96 2 comments · 1 share

👍 Like 🗨️ Comment



Featured Client: American Block

As one of the longest standing manufacturing companies in the US, American Block utilizes LinkedIn to remind customers of their world-class engineering techniques through specific equipment highlights and to reach new oilfield companies looking to increase efficiency and reduce project overhead through general branding posts. .



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.

Lubbock Lemonade Day
Published by Landroop Strategies • August 26 at 6:25 PM

Lemonade day is more than just a day - these young entrepreneurs, Katie, Rebekkah, and Matthew, were at the @YWCA Lubbock Y On U Groundbreaking today providing drinks and food! Lubbock lemonade day wouldn't happen without the support of the YWCA. We are so excited to see the YWCA expand and benefit more families and kids across the Lubbock community! Give these folks a hand!

1,211 People Reached **189** Engagements [Boost Post](#)

Terri Pontziouz, Diannah Tatum and 17 others 10 Shares

Lubbock Lemonade Day
Published by Landroop Strategies • May 4

Come visit these LD veterans at Sprouts Farmers Market

1,266 People Reached **222** Engagements [Boost Post](#)

23 2 Shares 630 Views

Lubbock Lemonade Day
Published by Landroop Strategies • May 4

We are so excited that Lemonade Day is finally here! Everyone get out and support your local entrepreneurs! #squeezetheday #LD19

2,637 People Reached **293** Engagements [Boost Post](#)

33 3 Comments 5 Shares

MAGAZINE AD

Featured Client: Escondido Ranch & Bushland Springs

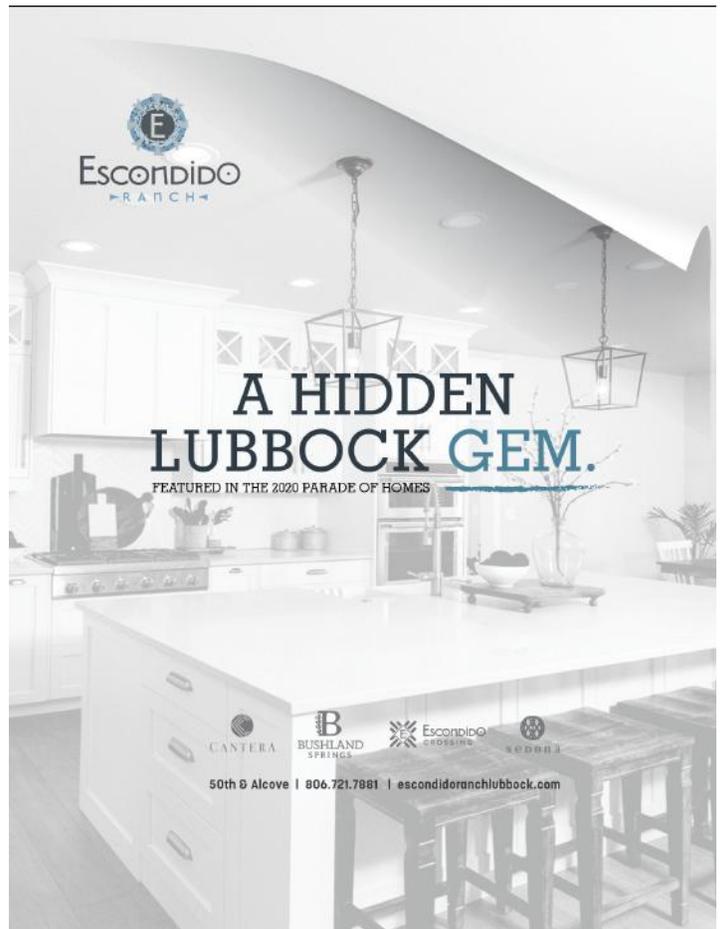


B
BUSHLAND
SPRINGS
19TH & UPLAND

HOMEGROWN COMMUNITY
STARTING IN THE \$200'S
FRENSHIP ISD

CONTACT US TODAY
806.773.0813
letstalk@bushlandsprings.com

The advertisement features two photographs: the top one shows a modern kitchen with a granite island and a green accent wall, while the bottom one shows a living room with a fireplace and a family sitting on a sofa. A blue text box is overlaid on the right side of the images.



E
Escondido
RANCH

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

CANTERA BUSHLAND SPRINGS Escondido CROSSING KODIAK

50th & Alcove | 806.721.7881 | escondidoranchlubbock.com

The advertisement features a photograph of a bright, white kitchen with a large island and wooden stools. The text is overlaid on the image, including the Escondido Ranch logo, the headline 'A HIDDEN LUBBOCK GEM.', and contact information at the bottom.

VIDEOGRAPHY

Employing one of the region’s premier video storytellers, EMW Digital merges vision, scripting, and directing 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](#)



YWCA - Women of Excellence:

The YWCA of Lubbock proudly counts Women of Excellence as one of its annual projects, 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..

See the full video here: [YWCA - Women of Excellence](#)



WTHBA 2020 Parade of Homes Broadcast:

Helping showcase the beautiful 2020 Lubbock Parade of Homes is one of the truest win-wins we’ve witnessed. We were honored to build the video that would help recruit people from all over West Texas to tour 3 outstanding Lubbock communities.

See the full video here: [2020 Parade of Homes Broadcast](#)



ALL Real Estate Home Showcase:

EMW Digital combined hard work with fun energy to create this promotional video for a local real estate agent turned broker. This video helps showcase just one of the many beautiful homes Lubbock has to offer.

See the full video here: [Home Showcase](#)



VIDEOGRAPHY - TESTIMONIALS

The Hollow on Lake Travis:

See the full video here: [Emily Dieckmann Testimonial](#)



YWCA Women of Excellence:

See the full video here: [YWCA - Women of Excellence](#)



BH Drafting - LS Kingdom Homes

See the full video here: [BH Drafting - LS Kingdom](#)



BH Drafting - Nesloney Homes

See the full video here: [BH Drafting - Nesloney Homes](#)



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:

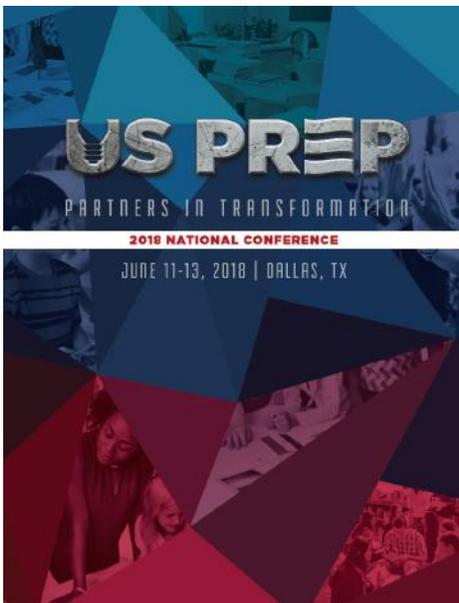


TABLE TENT:



REGISTRATION TABLE SIGN:





**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.



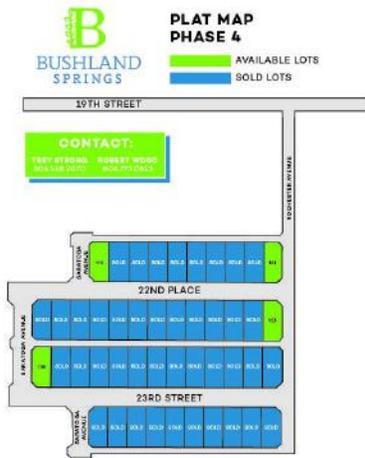
2019 JUNE CONVENING

JUNE 10-11, 2019 | NEW ORLEANS, LOUISIANA

Featured Client: Bushland Springs

There from the very beginning, we have enjoyed creating an entire marketing strategy for Bushland Springs. What started off as a dream has grown into a thriving Lubbock community. Featured in the 2019 Parade of Homes, EMW has been there every step of the way helping Bushland Springs grow from the ground up. EMW started with developing a logo but quickly created a full marketing campaign to ensure Bushland Spring's success. To this day EMW has crafted television and radio ads, digital ads, billboards, magazine ads, had countless photoshoots and has captured every detail to help create a homegrown community for Lubbock.

PLAT MAP:



BILLBOARD:



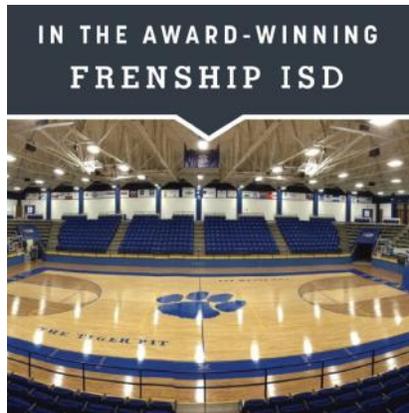
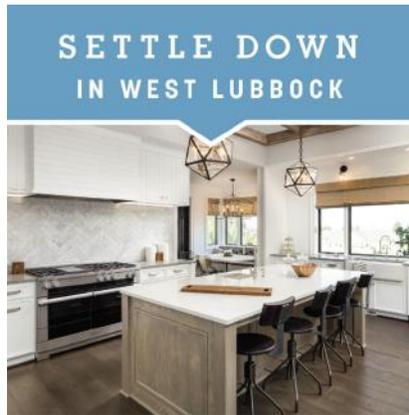
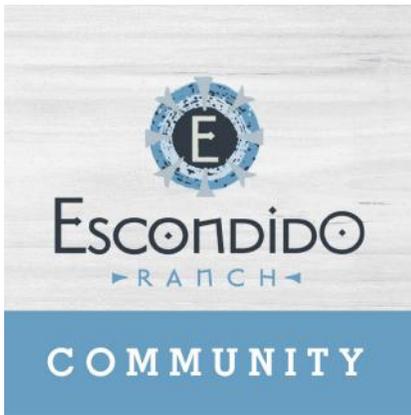
BENCH BACK DESIGN:



Featured Client: Escondido Ranch

What was once an empty field of dirt, is now described as a hidden gem of Lubbock. Escondido Ranch was proudly featured in the 2020 Parade of Homes and EMW was fortunate to be there every step of the way. With a campaign of television, radio ads, digital ads, billboards and magazine ads mixed with a generous amount of photography, EMW has helped Escondido Ranch grow into one of the most sought after neighborhoods.

DIGITAL ADS:



Featured Client: Cantera Homes

Cantera Homes is where convenience meets luxury, and EMW has ensured that Cantera has kept up that reputation through various advertising methods. EMW has maintained our successful marketing plan with the strategic media buys of television and radio ads, digital ads, billboards and magazine ads mixed with creative concepts such as photography and drone videos and social media. Cantera Homes proved to be another successful venture after being selected to be in the 2020 Parade of Homes.

DRONE PHOTOS:



MAGAZINE AD:

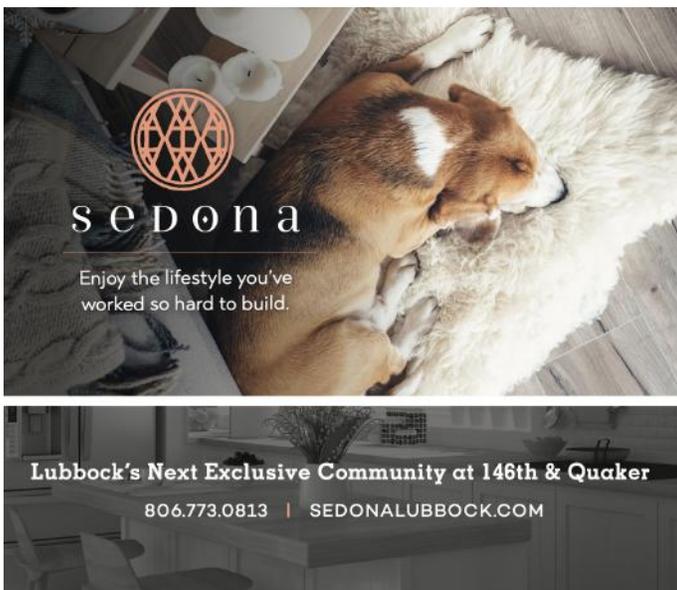
CUSTOMIZE YOUR LIFESTYLE
FRENSHIP ISD | STARTING IN THE \$200'S
QUALITY HOME BUILDERS ROBERT WOOD & TREY STRONG
CANTERALUBBOCK.COM

PRESENTED BY WOODED FOREST LAND COMPANY
LOOK FOR THESE TWO COMMUNITIES FEATURED IN THE
2020 PARADE OF HOMES
CANTERA
ERSKINE & MILWAUKEE
Escondido
FRANCH
50TH & ALCOVE
ROBERT WOOD: 806.773.0813 | TREY STRONG: 806.548.2070

Featured Client: Sedona

Sedona is Lubbock's newest exclusive community. While they may still be mostly empty lots - that hasn't stopped EMW in creating a marketing campaign to ensure success from the very beginning. We started with a logo and have moved on to radio ads, drone videos and billboards. As a proud feature of the 2021 Parade of Homes, EMW is excited to continue expanding their brand across Lubbock.

MAGAZINE AD:



LEAVE BEHIND BROCHURE:



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](#)

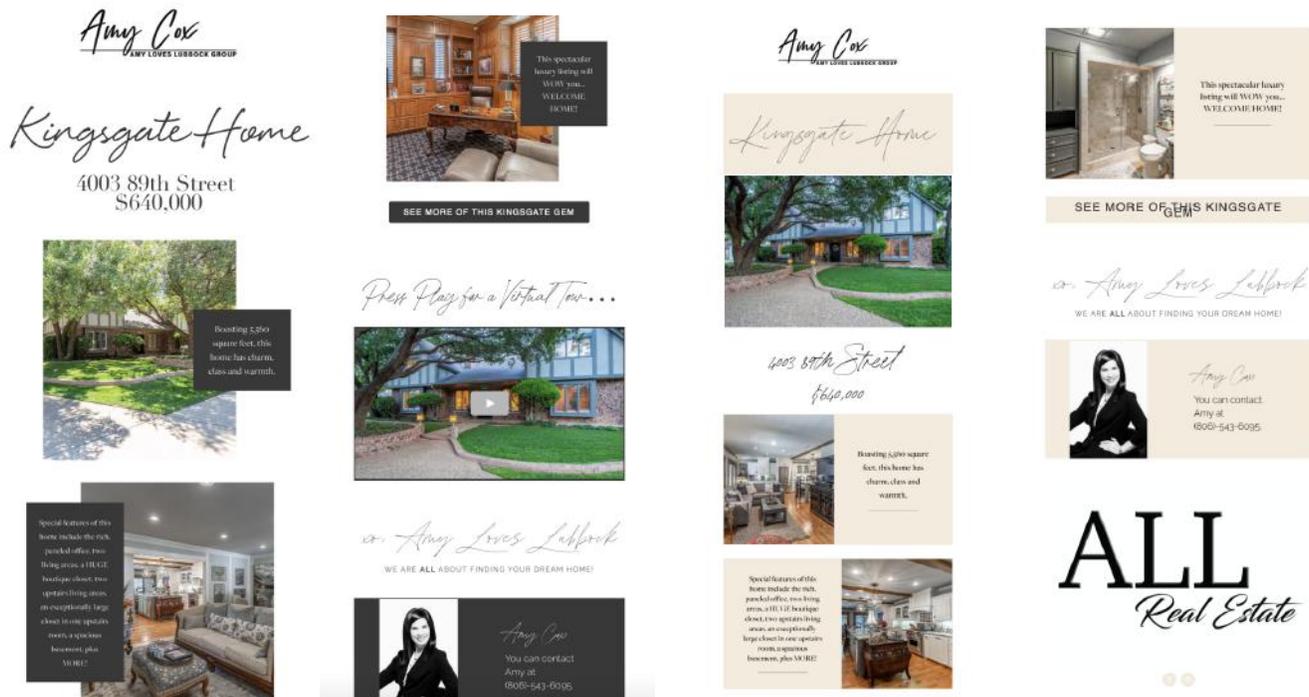


EMAIL BLASTS

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.

Amy Loves Lubbock: *Weekly Listing Newsletters & Event Promotion*

Amy Loves Lubbock uses weekly newsletters to share progress, new homes on the market, and open houses. As a second use, these email blasts notify their audience of upcoming events such as a broker open. Their current statistics are running over 2x the industry average for open and click rates.



Spectrum of Solutions: *Monthly Emails for Volunteers & Event Promotion*

EMW Digital designs monthly emails for Spectrum of Solutions to assist in recruiting volunteers for their homes that support individuals with intellectual and developmental disabilities. For fundraising purposes, we design email campaigns that entice previous, current, and future donors to sponsor or attend fundraising events and opportunities. Each email is crafted with the Spectrum of Solutions brand, as well as their voice of deep care of those with IDD.

SPECTRUM
INSPIRE. EMPOWER. ADVOCATE. EDUCATE.

September
VOLUNTEER OPPORTUNITIES

LAKE IVIE FISHING TRIP
SEPTEMBER 14TH-16TH

Event Location – Lake Ivie
Our clients are gearing up their fishing poles for this trip! If you would like to volunteer for this fishy adventure, sign up today!

SIGN UP

FAMILY BBQ AT ULMER PARK
SEPTEMBER 30TH, 4P-7P

Event Location – 2700 W. Kentucky Ave, Midland
Who's ready for some good ol' fashion fun?
Join us at Ulmer Park for an evening of kickball, hot dogs and a cake judging contest.

SIGN UP

VIEW ALL VOLUNTEER OPPORTUNITIES

SPECTRUM

join us for our
2ND ANNUAL CRUISE FOR A CAUSE
car show

OCTOBER 29TH • 10A-4P
MIDLAND COUNTY HORSESHOE ARENA & PAVILION

REGISTRATION BENEFITS THE OVER 250 INDIVIDUALS WE SUPPORT
BRING CANDY FOR TRUNK OR TREAT!

\$40 TO ENTER
FREE GENERAL ADMISSION & KID ZONE

TROPHIES FOR BEST IN EACH CLASS
CAR TRUCK (M1, JEEP), SPECIAL INTEREST (PAT ROD), BEST PAINT (BEST INTERIOR), BEST ENGINE (CLIENT'S CHOICE), PEOPLE'S CHOICE, LOWRIDER (BEST DISPLAY TOP 100)

CLICK TO ENTER OR SPONSOR THE CRUISE FOR A CAUSE CAR SHOW

booths available
FOR VENDORS AND ORGANIZATIONS

RESERVE YOUR BOOTH

2ND ANNUAL CRUISE FOR A CAUSE
car show

The Hollows on Lake Travis: *Trigger Emails Based on Lead Form Registration*

By utilizing our custom-built CRM that integrates with Facebook and MailChimp, users interested in The Hollows on Lake Travis receive a welcome email as soon as they input their information in a Facebook lead form. Four days after that, they receive a follow-up email highlighting the builders at the community. By setting these instant and delayed triggers, users that signed up for more information are able to keep their submission top of mind, and even explore The Hollows more in depth online.

LAKE LIFE ALL THE WAY

For quality lake living, The Hollows has you covered.

Whether you're looking to enjoy a relaxing day on the water, test your skills behind a boat, or kick back in a kayak, head over to The Hollows. With the deepest water marina on Lake Travis, and an award-winning Beach Club, and six miles of scenic shoreline, The Hollows was made to live it up on the lake.

[VIEW OUR COMMUNITY](#)



EXPLORE OUR AMENITIES



COME SEE US.

7515 DESTINATION WAY
LAGO VISTA, TX 78645

[GET DIRECTIONS](#)

STILL LOOKING TO LIVE THE LAKE LIFE?

Lots available now in our most desirable neighborhoods.

With the newest section of our Canyons neighborhood now available, The Hollows has three neighborhoods with lots for sale to build your dream home. Not interested in a custom build? Our builders have market homes in progress for a sooner move-in date. Additionally, our new Trailhead Club adds a second resort-style pool to our community. With countless luxury amenities and miles of golf cart and hiking trails, The Hollows is the perfect place to call home.

[VIEW AVAILABLE LOTS](#)

Our Builders



COVENTRY HOMES
BUILT AROUND YOU

Coventry Homes is part of the McGuyer HomeBuilders, Inc. (MHI) family of builders, which has built more than 50,000 homes in the four major Texas markets - Houston, Dallas-Fort Worth, Austin and San Antonio - since 1988 and is consistently ranked among the nation's top homebuilders. Stunning homes coupled with unparalleled functionality and livability are trademarks of Coventry Home's exceptional award-winning designs.



DREES CUSTOM HOMES
INSPIRED BY THE BEST. BUILT AROUND THE FUTURE.

Drees Custom Homes has been at the forefront of home design since 1926. As one of the country's most respected, family-owned and -operated homebuilders, Drees prioritizes style, quality and originality, making it easy to design a home that is as distinctly unique to your family from the curb as it is from the foyer. With homes inspired by the past and built around the future, Drees provides the ideal setting to make memories with both friends and family for years to come.



GIDDENS HOMES
YOUR BEST CHOICE FOR LUXURY, VALUE AND QUALITY.

Giddens Homes is an award-winning, family-owned custom homebuilder based in Central Texas. Specializing in estate homes, Giddens's outstanding customer service makes the building process simple. Choose from one of their numerous functional floor plans, then make your own custom changes so it's perfectly suited to you. Experience the luxurious standard features, quality construction and value of a Giddens home.



COME SEE US.

7515 DESTINATION WAY
LAGO VISTA, TX 78645

[GET DIRECTIONS](#)

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, 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.

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

Now in its 10th 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.



EVENT COLLATERAL AND PROMOTION

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 that promotion and brand consistency is important for a successful event. 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 creating video components, printed hand-outs, and large scale print materials for 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.

The West Texas Home Builders Association

The EMW team is tasked every year with designing collateral and preparing promotional items for multiple events for the West Texas Home Builders Association. The Parade of Homes, Fall Tour of Homes, West Texas Hero Homes, and The Home and Garden Show. These events not only raise funds for the WTHBA, they engage the entire community in the importance of quality home improvement, home building and local development. Their success is crucial to the overall success of the WTHBA and the West Texas Community.



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.

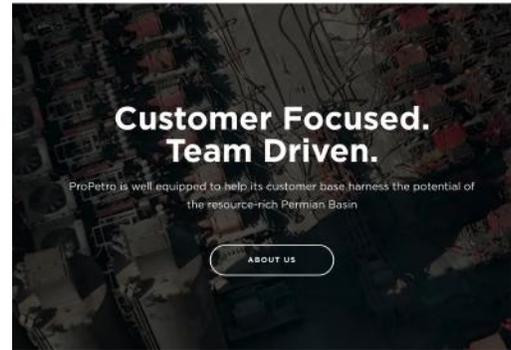


AUDIO

Radio - ProPetro Cowboys Hiring Ad

As a Texas-based oilfield services company, ProPetro knew that a radio ad during one of Texas' favorite teams would be the perfect way to remind listeners of the employer value proposition of their organization. EMW Digital wrote, read and produced this 30-second radio spot strategically positioned on KQRX-FM, Midland's Dallas Cowboys Radio partner.

Hear the full audio here: [ProPetro Hiring Ad](#)



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 new 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](#)



Radio - Preston Manor:

After deciding that radio was a perfect fit for Preston Manor's target audience, EMW was right there from creation, production, and execution of their campaign. Proven by their above national average results, their radio ad perfectly describes what it means to move into luxurious Texas living.

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

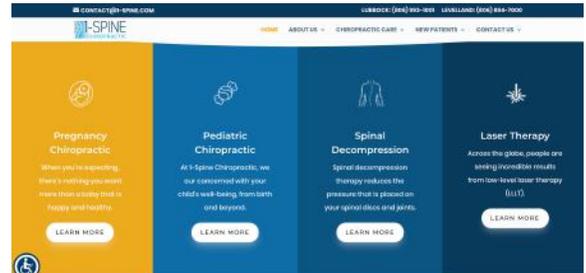


WEBSITE DESIGN, DEVELOPMENT, & MAINTENANCE

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

1-Spine Chiropractic

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



Caprock Home Health Service

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



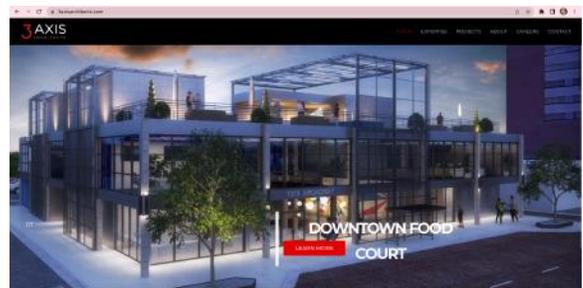
Andrus Brothers Roofing

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



3 Axis Architects

- View Here: <https://3axisarchitects.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.

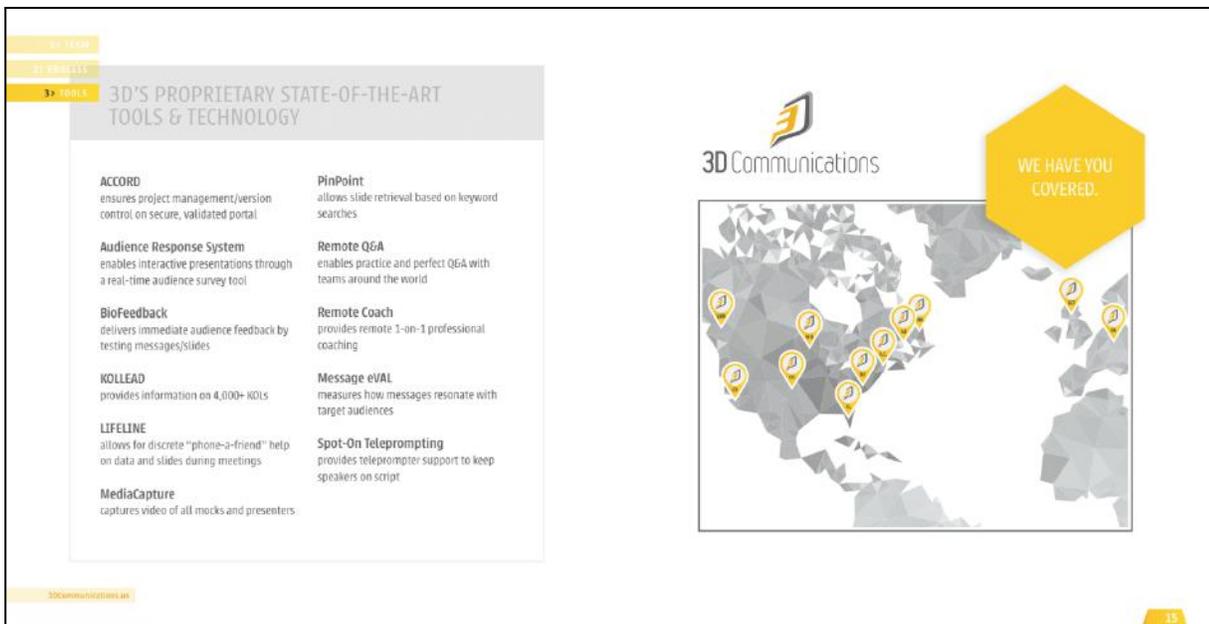
LEAVE BEHIND:



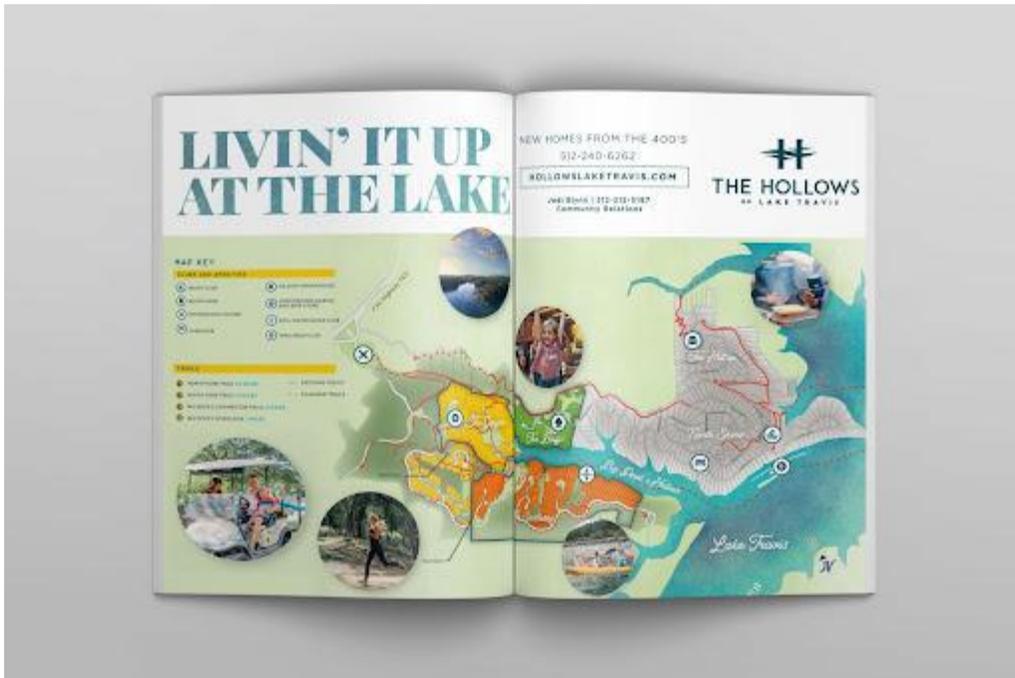
FRONT



BACK



Featured Client: The Hollows on Lake Travis



Featured Client: Theodor Williams



COST EFFECTIVENESS

DESCRIPTION	HOURLY RATE
Design	\$115
Shooting and Editing (video, including multiple shooters & drone)	\$125
Creative and Copywriting	\$125
	COMMISSIONS %
Media (Examples: local television, cable & radio)	Buy + 15%
Print & production (Examples: newspaper, magazine & brochures)	Cost + 15%
OTHER HOURLY RATES OR COMMISSIONS	
Digital Media Placement	Buy + 20%
Website Front End and Back End Design	\$115
Advertising and Marketing Campaign Strategy	\$125
Stock Photography and Videography	Cost + 15%
Photography Shoot and Edit	\$115
Results Tracking/Reporting	\$95
Design Email Blasts	\$95
Social Media Strategies and Services	\$95
Data Research and Mining	\$75
Event Planning and Execution	\$105
Retainer Option	Based On Scope

PROFESSIONAL REFERENCES**Shannon Bertrand | Dallas, Texas**

- Marketing Director, The Hollows on Lake Travis
- shannon@hollowslaketexas.com
- Work: 214.251.8101

Brent Murray | Lubbock, Texas

- Managing Partner, Andrus Brothers Roofing
- abr.brent@gmail.com
- Cell: 806.773.0103

Brent Lindquist | Lubbock, Texas

- Professor, Mathematics & Statistics
- nathaniel.wright@ttu.edu
- Work: 806.834.2348

Shelby Fietz | Midland, Texas

- VP of Sales and Business Development, ProPetro Services
- shelby.fietz@propetro.com
- Work: 432.685.0059

Kayla Minchew | Midland, Texas

- Executive Director, Spectrum of Solutions
- kminchew@spectrumofsolutions.org
- Work: 432.695.9901

Stephen Fox | Houston, Texas

- Director of Sales and Operations, Southwest Oilfield Products
- sfox@swoil.com
- Work: 713.671.8571

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 online media creators.

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 five 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 | ● Campaign Management |
| ● Digital Media Buying (FB/Insta, etc) | ● Social Media Marketing |
| ● Google Adwords & Analytics | ● Press Release Creation/Distribution |
| ● Photography | ● Copywriting |
| ● Advertising & Promotions | ● Adobe Creative Suite |

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

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 ENGLE
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