

PORTFOLIO



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REBECCA BROOKS
IN U

MARKETING & MANAGEMENT

ABOUT ME

Rebecca Brooks is a marketing student focused on brand development, digital strategy, and understanding what motivates consumers. She enjoys creating clear, engaging messaging and using research to guide creative decisions. She's building skills in social media, campaign planning, and analytics as she prepares for a future career in marketing.

SALES PITCH

PRESENTATION & PROMOTION



EVERYTHING
BUT **water**

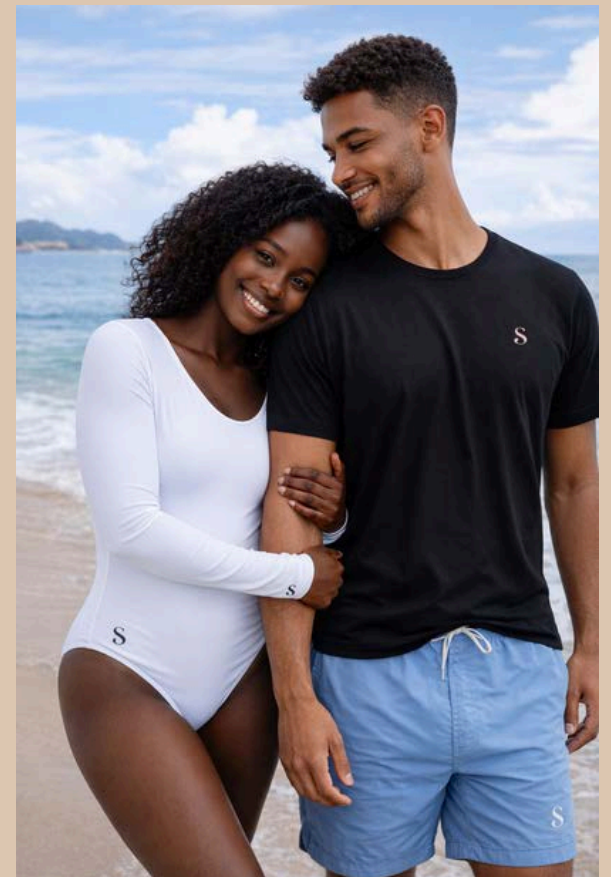
NORDSTROM

	Assortment A	Assortment B	Assortment C
KAIMU			
Cost Each (keystone MU):	\$ 45.00	\$ 45.00	\$ 45.00
Retail Each:	\$ 158.00	\$ 158.00	\$ 158.00
Units per Assortment:	20	15	10
MELBOURNE			
Cost Each (keystone MU):	\$ 45.00	\$ 45.00	\$ 45.00
Retail Each:	\$ 158.00	\$ 158.00	\$ 158.00
Units per Assortment:	20	15	10
TOTAL ASSORTMENT			
Total Cost Each Assortment:	\$ 1,800.00	\$ 1,350.00	\$ 900.00
Total Retail Each Assortment:	\$ 6,320.00	\$ 4,740.00	\$ 3,160.00
# of stores	20	30	40
Grand Total Cost Per Assortment:	\$ 36,000.00	\$ 40,500.00	\$ 36,000.00
Grand Total Retail Per Assortment:	\$ 126,400.00	\$ 142,200.00	\$ 126,400.00



*AI Generated Photo

BRAND CONCEPT

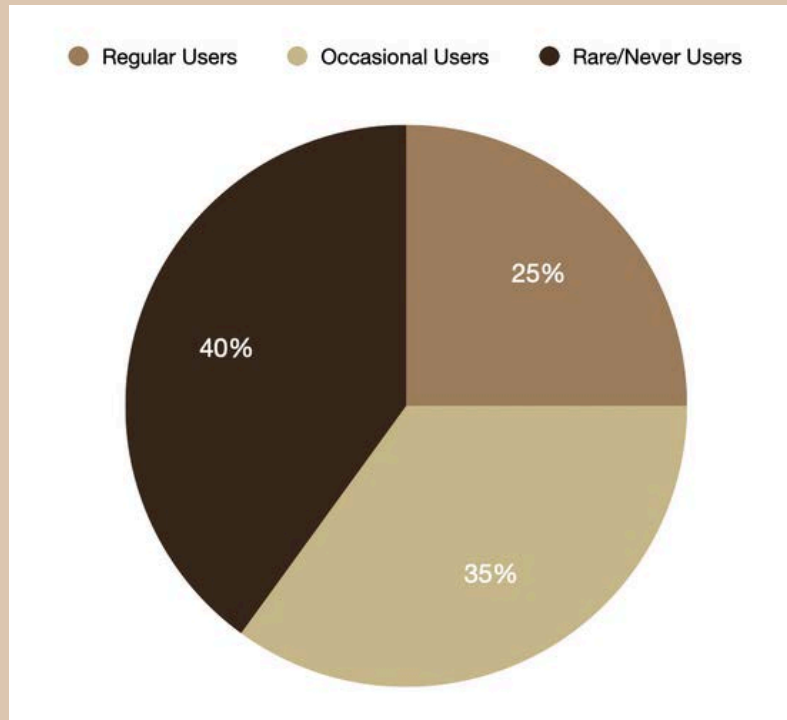


*AI Generated Photos

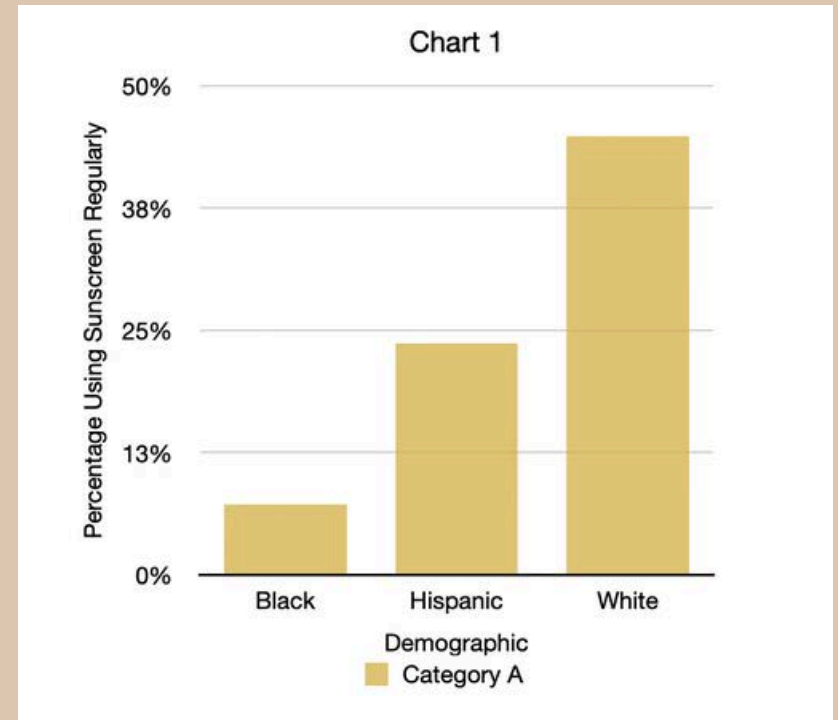


BRAND CONCEPT

Amount of users



Demographics



DIGITAL MARKETING

SANTANA

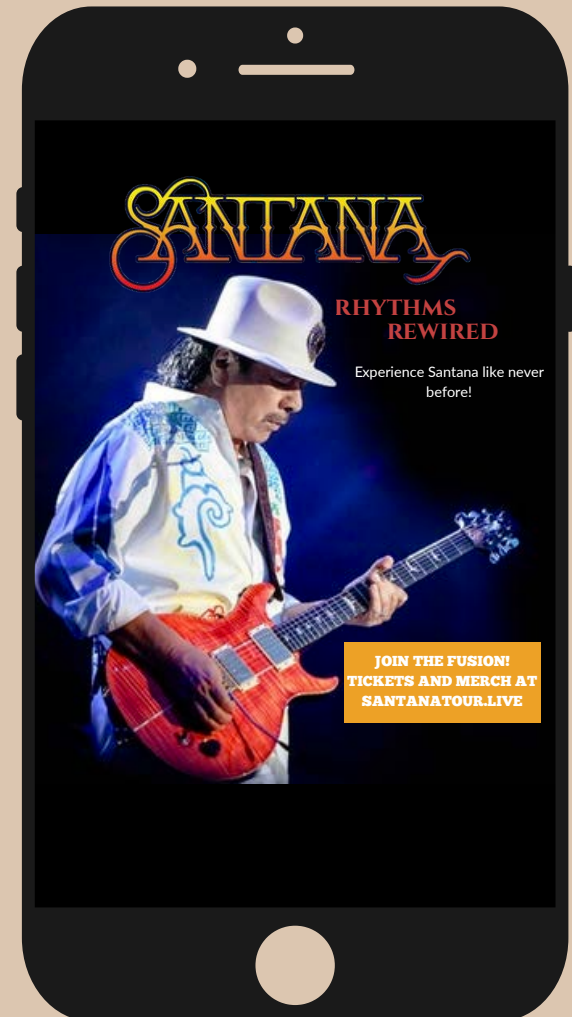
RHYTHMS REWIRED

Afro-Latin Funk Fusion with Afrobeats

GLOW IN
THE DARK
BAND TEE -
MSRP: \$40



GUITAR PICK
NECKLACE -
MSRP: \$25



SOCIAL MEDIA MARKETING

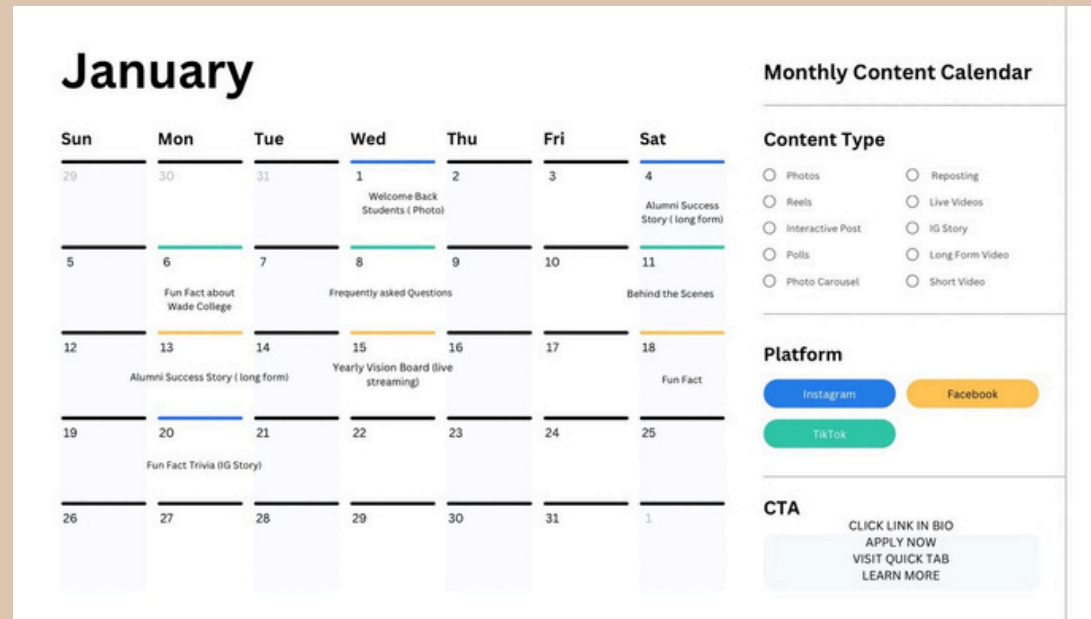
CLIENT CAPSTONE

SWOT ANALYSIS

STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
Strong reputation in design & art.	Limited social media engagement.	Growing demand for creative careers.	Increased competition from larger schools.
Personalized education experience.	Small marketing budget.	Rise of social media platforms (TikTok, Instagram).	Financial struggles affecting student enrollment.
Dedicated faculty with industry ties.	Low brand recognition outside of Texas.	Opportunities for influencer partnerships.	Changes in social media algorithms.
Strong alumni network.	Lack of video content for TikTok.	Partnership with local industries to offer internships.	Rising competition from more flexible learning models.

SOCIAL MEDIA MARKETING

CONTENT CALENDAR



JANUARY HIGHLIGHTS:

STUDENT LIFE SURROUNDING NEW TRIMESTER

LOOKING INTO STUDENT EVENTS

GETTING TO KNOW WADE MORE

SOCIAL MEDIA MARKETING

SOCIAL MEDIA ADVERTISING, KPIS, ANALYTICS

-The social media advertising for this campaign will be split up into three platforms. Because we want our engagement rate, follower count and traffic to increase we have put together a way to highlight how we plan on doing that. We will also be using Google Analytics to help track our growth and overall social media analytics.

FACEBOOK

To grow our Facebook page, we'll use a combination of informational and entertaining advertising targeted at our audience, mostly aged 35-45. Focusing on putting out content regarding Informational posts about our degrees, majors, and student life. We plan to use flyer and poster ads highlighting our school's offerings, with easy access links for more information or to apply, encouraging engagement. Facebook's average cost-per-click (CPC) is \$0.26-\$0.50, and running this ad for 1-2 weeks will fit within our monthly social media advertising budget.

INSTAGRAM

Instagram has a more diverse audience than both Facebook and TikTok in terms of age, gender, etc. and it has a strong 106.8% average engagement rate. To maintain growth, we'll post a mix of Instagram Reels showcasing field trips, tours, and fun experiences, along with informational posts about our school. To attract new students, we'll run two paid ads for two weeks, one on Stories and one in regular posts, since ads are cost-effective on Instagram. Regular interactive content like Q&As and polls will also keep our audience engaged and participating.

TIK TOK

For TikTok, our marketing approach will strive to appeal to a younger demographic, like college and high school students. Because our current TikTok has the highest engagement rate but lowest following count we aim to drive traffic and encourage interaction through both long and short videos showcasing the school and bts content. Since paid ads on TikTok are at \$1 CPC, we'll rely primarily on organic content to attract students. If we run paid ads, with an estimate of 5 new clicks per day, the budget allows for ads to run for a maximum of 10 days.

CONCEPT & MARKETING

Chick fil A concept for a restaurant specified for pets



*AI Generated Photo

PRODUCT MANUFACTURING & DEVELOPMENT

Brand Name:
Roselaine

Retailer: Rebecca Brooks

MSRP: \$150



Cost Sheet

Style #: 1234	Description: Cropped Darted Jacket	Date: 02-15-24
Division: Women's	Size Category: Women's Regular	Season: Spring/Summer
Sample Size: 8	Designer: Rebecca Brooks	

SIZE: 8			
FABRIC	YARDAGE	PRICE	COST
Denim	1 1/2	\$15	\$22.50
TOTAL FABRIC			\$22.50
TRIM/FINDINGS	QUANTITY	PRICE	COST
TOTAL TRIM			\$
LABOR		COST	
CUTTING		\$20	
SEWING		\$40	
TOTAL LABOR		\$60	
		COST	
SHIPPING		\$6.50	
DUTY/OVERHEAD		\$61	
TOTAL MANUFACTURING COST		\$150	



CONTACT

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