DESI BECKMANN

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SEARCHPIECE METRICS:

- Changing the typeface to an eye-catching and geometric font that could stand on its own.
- Directing a photoshoot to capture images that were highly stylized with LOTS of white space, movement and bright colors.
- A Color shift to bright blue & green, while using the standard colors as an accent.
- Updating the feel to organic and lively through text on photos, patterns and overlapping.
- We printed 100,000 and mailed 67,000 for a cost of $12,417.38. Because of cost savings compared to printing a viewbook, we were able to increase the number of students reached. And save 20% on costs.
- There was a 2% ROI on CTA URL, which was higher than industry standards and previous pieces.
- I received verbal feedback from admissions counselors and students saying the searchpiece was distinctive, unique and refreshing from previous campaigns and our competitors.

BRANDING METRICS:

- Implementation in quick time; immediate first touch pieces were produced and distributed within 3 months, and the total campaign within 1 year.
- Directed 5 additional photo and video shoots.
- Created custom illustrations.
- Produced over 1,500 admissions materials (including print, digital and emails).
- Collaborated with a digital agency to create concepts for briarcliff.edu website. Populating every page with headers, interior images and custom illustrated backgrounds on the homepage.
- Directed the Briar Cliff Lib Dub, which holds the highest engagement in BCU history.