

# Gwyneth Bechunas

**Business Director/  
Ad Sales Manager at  
*The Los Angeles Loyolan***



# Cover Letter



Hello! My name is Gwyneth Bechunas, and I am the current Business Director and Ad Sales Manager at [The Los Angeles Loyolan](#) of Loyola Marymount University (LMU).

I joined *The Loyolan* as a Business Intern in October of 2021, and through long hours, hard work, and plenty of organization, I have worked my way up to become Director of Business Operations, and I have completely overhauled the way the business and ad sales teams operate from day to day.

I have learned so much in my time at *The Loyolan*, but my most significant challenge and learning experience came this past spring, when our newspaper published an article deemed controversial by the student body. Being a representative of *The Loyolan*, I had to balance my personal feelings, my relationships with the business and editorial teams, and my professional relationships with paying clients. I learned how to become a spokesperson for the reputation of the newspaper—holding firm to the knowledge that the reporting by our student editorial staff was sound—and I learned how to further encourage constructive conversations about ethical reporting with my team in the business department.

As an advertising representative, I truly champion the idea that creating genuine connections with my clients is the key to successful campaigns, referrals, and return rates. As a medium-sized university, LMU has a really close-knit on and off-campus community, and I try to embody that community whenever working with my clients. Their advertising goals become my goals, their campaign story a part of my story. We celebrate their successes together, and I try to be completely present and genuinely myself throughout the entire advertising process—setting up video meetings, weekly artwork consultations, mid-campaign and post-campaign check-ins, and more. This is something that truly motivates me as well—by the end of a client’s campaign, I not only have completed a business partnership, but I have also gained a friend.

One such instance occurred when working with a client, Clementine Castro of PLACE Corps, in April and May. I first set up a video meeting to discuss the goals of her campaign; however, she came down with laryngitis and could not speak when our meeting rolled around! Clementine wanted to begin her month-long campaign as soon as possible, so we held the meeting anyway, with her typing questions in the chat and me answering them over video. Throughout her campaign, we met weekly to brainstorm artwork ideas for the social media portion of her campaign, and I helped her tweak designs based on engagement trends and data from her previous week’s artwork. It was lovely getting to know her at these meetings, and we became a great team by the conclusion of her campaign. Clementine expressed an interest in advertising again in the fall semester, and even referred her friend to us, who reached out shortly after to begin a campaign.

Working in sales at *The Loyolan* has taught me many skills that I am confident I will utilize in any future job I have—collaboration, communication, organization, leadership, and so much more. It has truly helped prepare me for a future career in publishing sales, which is my absolute dream. Working in a corporate-like and office-like environment has taught me how to set goals and effectively execute them—which sound like seemingly small steps, but I know when strung together over time can create resounding impacts.



1 LMU Drive, MS 8470  
Los Angeles, California  
90045-2659

310.258.2656  
Kevin.O'Keeffe@lmu.edu

To whom it may concern:

Thank you for the opportunity to write this letter on behalf of one of my students, Gwyneth Bechunas. My name is Kevin O'Keeffe, and I'm the Assistant Director of Student Media at Loyola Marymount University.

I write to you to recommend Gwyneth for the Associated College Press' Best Advertising Representative award. To say that Gwyneth is deserving of this award would be an understatement — rather, it would be a hard-earned acknowledgement of just how much she's done for the *Los Angeles Loyolan's* business department. Through her commitment to professionalism, her drive to sell advertisements in a variety of formats, and her visionary approach to what ad sales for an online-only news organization could even look like, Gwyneth has proven herself as the very best of what an advertising representative for a college news source can be.

I've known Gwyneth since October of 2021, when she was working as an intern in the business department. She'd joined the *Loyolan* with an interest in both the editorial and business sides, but it was in her work with advertising sales that she truly flourished. With the departure of our previous ad sales manager, Gwyneth was elevated into a new role, and picked it up without missing a beat. She effectively doubled our ad sales year-over-year, bringing the *Loyolan* back from a pandemic period in which selling ads was more difficult than ever. Her work with advertisers was always client-focused, patient and assertive in equal measure. She worked hard to figure out creative solutions for them, and encouraged her team to push new kinds of advertising to clients.

I'm confident that Gwyneth will continue to grow as a manager and as an ad sales representative as we head into the fall semester. She's demonstrated the capacity for growth our business department has, and she has trained a team that will continue to bolster our advertising presence. As she works for us over the summer, she maintains her commitment to professional, exacting work, and she's preparing us for a robust 2022-23 academic year.

As mentioned, there's no question that Gwyneth should be strongly considered for this award. Her work has demonstrated results, and more than that, it's brought new life to the *Loyolan's* business department. I hope, in reviewing her portfolio, you will see the same zeal and passion that we've seen working with her.

If you have any questions about Gwyneth or this letter of recommendation, please don't hesitate to reach out. Thank you so much for your time and consideration,

Best,

A handwritten signature in blue ink, appearing to read "Kevin O'Keeffe".

# Gwyneth Bechunas

(508) 581-0745 | gbechunas@gmail.com | [LinkedIn](#) | [Website](#)

## EDUCATION

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### Loyola Marymount University (LMU)

Bachelor of Arts in Screenwriting, Business Administration Minor (GPA: 4.0)

Los Angeles, CA

December 2022

- **Honors:** Sigma Tau Delta (English Honor Society), Alpha Sigma Nu (Jesuit Honor Society), Arrupe Scholar, Dean's List
- **Organizations:** *The Los Angeles Loyolan* Newspaper, Marketing Society, Instrumental Chamber Ensembles

## SALES & PUBLISHING EXPERIENCE

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### Macmillan Publishers

Summer Field Sales Intern - Independent Bookstore Channel

New York, NY

June 2022 - August 2022

- Track weekly title sales for indie bestsellers in 9 regions across 8 publishers, 30 imprints, and 18 distributed clients
- Conduct weekly updates of prepack/kit inventory numbers and reprint statuses and communicate to field sales reps
- Consolidate publisher mailing lists of top-selling independent bookstores, ranging from 55-150 contacts per list
- Attend marketing and publicity meetings to monitor top-selling titles

### The Los Angeles Loyolan Newspaper

Business Director

Ad Sales Manager

Business Intern

Los Angeles, CA

April 2022 - Present

January 2022 - April 2022

October 2021 - December 2021

- Manage & supervise advertising, marketing, and analytics departments; enforce all deadlines & policies with staff
- Increase ad sales revenue by 118.3% from LY through new media kits, 800+ mailouts, and increased email presence
- Implement new Business Intern Training System to track the intensive/information-heavy onboarding of new interns
- Provide and implement strategies for business development with Director and Assistant Director of Student Media

### LMU William H. Hannon Library

Circulation Student Manager

Circulation Assistant

Los Angeles, CA

January 2022 - Present

October 2019 - December 2021

- Aid in supervising 20+ Circulation Assistants; train and mentor incoming assistants in library policy and databases
- Direct library patrons with recommendations, questions, library services, and policies to increase patron satisfaction
- Fluent in Library of Congress Call System; categorize and manage books, DVDs, and electronics

### Barnes & Noble LMU Bookstore

Sales Associate/Bookseller

Los Angeles, CA

August 2019 - September 2021

- Gave personal title recommendations based on customer interests; designed exciting merchandise displays
- Processed, packed, & categorized 3,000+ orders during peak season to ensure safe, no-contact pickup by students
- Assisted students in using LMU academic portals to efficiently find assigned textbooks and supplies

## MARKETING EXPERIENCE

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### LMU Rains Research Assistant

Marketing Analytics Research Assistant

Los Angeles, CA

January 2022 - May 2022

- Support Aidin Namin (Ph.D., Marketing Analytics) in conducting research on demand uncertainty for seasonal goods
- Source 50+ DOIs per paper; ensure research papers are in required general/citation format for each journal
- Copy edit for grammar, spelling, and punctuation; run statistical data analyses for use in papers

### New Media Film Festival

Marketing/Media Intern

Los Angeles, CA

September 2021 - October 2021

- Copy-wrote 20+ promotional captions for upcoming events intended for various social media platforms
- Submitted comprehensive analyses and synopses of 5 feature/TV pilot screenplays per week to festival director
- Queued 25+ social media posts for Instagram, Facebook, Twitter, and Pinterest during peak engagement hours

## SKILLS

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**Computers/Software:** Adobe, Google, Microsoft (Word, PowerPoint, Excel), Apple (iMovie, GarageBand), Canva, camera and microphone equipment, able to build a website (Wix), HTML

**Social media platforms:** Instagram, Snapchat, Facebook, Twitter, Pinterest, LinkedIn, TikTok

# Sales History

Quick stats:

**118.2%**

increase in sales from LY

**\$11,020.62**

total sales (fall 21- spring 22)

**22**

advertising campaigns

**28**

classifieds

**9**

months of employment

**2**

promotions

**1**

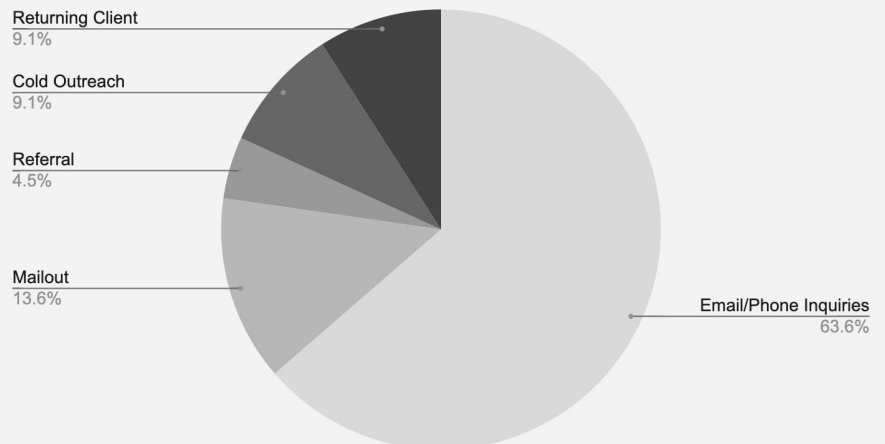
visionary award

## 2021-2022 Accounts

Client	Sales	Interest in Returning?
LMU Parking	\$855.00	
LMU Women's Rowing	\$182.50	
Masimo Clinical Trials	\$475.00	
University of Southern California Annenberg	\$285.00	
LMU Yoga Day	\$171.00	
Sodexo	\$825.00	•
LMU Honors Program	\$128.25	
Southern California Public Radio (LAist)	\$617.50	
LMU Marketing and Communications	\$320.63	•
LMU Auxiliary and Business Services	\$895.50	
Sandy Marmolejo (Tutoring)	\$75.00	
LMU Office of International Funding	\$315.00	•
University of Notre Dame	\$342.00	
Westside Residences	\$1,805.00	
CollegeBoxes	\$350.00	•
PLACE Corps	\$482.94	•
Karen Cormier (Memorial)	\$190.00	
SenderOne Climbing	\$150.00	•
RockStarPro Movers	\$150.00	
Tenth Church - Spiritual Lecture	\$427.50	
LMU M.A. in Higher Education	\$384.75	•
University of San Francisco Graduate Programs	\$551.25	•
Classifieds	\$1,041.80	
<b>Total Sales</b>	<b>\$11,020.62</b>	

## 2021-2022 Client Development Methods

2022-23 Goal: Increase Returning Client, Referral, and Mailout rates.



# Examples:

# Office Organization

## 2021-22 Ad Tracker Grid

Ad Rep	Date ad was placed	Business Name	Type of Ad	Start Date	End Date	Social Posting Dates	Social Text	E-Newsletter Date	Leaderboard Posting Dates	Side Banner Posting Dates
PAID ADS:										
Anika AH104	27-Sep	Benny's Tacos	Digital Signage	13-Oct	6-May					
Gwyn GB 104	31-Jan	LMU Business Services	Digital Signage	4-Feb	4-Jun					
Gwyn GB 103	19-Feb	Westside Residences	4 Weeks Premium Bun	14-Mar	10-Apr	See Social Tracker	Explore Westside Resid 3/18, 3/25, 4/1, 4/8	3/14-4/10		3/14-4/10
Gwyn GB 107	30-Mar	CollegeBoxes	Digital Signage	1-Apr	30-Apr					
Gwyn GB 108	30-Mar	PLACE Corps	Social Media, Digital Si	11-Apr	11-May	See Social Tracker	PLACE Corps is a 2 year Catholic Teacher Service Corps at LMU. Recruiting Cohort 22 through May 2022. PLACE is an excellen			
Gwyn GB 109	8-Apr	USF Grad	Digital Signage	12-Apr	31-May					
Gwyn GB 110	12-Apr	Memorial	Digital Signage, Social f	15-Apr	21-Apr	FB - 4/15, IG - 4/20, TV	The Robey Theatre Company will be dedicating a special performance play "A Heated Discussion" to Jayden Gillespie at 514 S			
Gwyn GB 111	15-Apr	SenderOne Climbing	Website - Side Banner	22-Apr	6-May					4/22-5/6
Gwyn GB 112	27-Apr	RockStar Pro Movers	E-Newsletter Leaderbo	29-Apr	29-Apr			29-Apr		
Gwyn GB 113	3-May	Tenth Church	Social Media, Website	3-May	17-May	See Social Tracker			5/3-5/17	
LOYOLAN ADS:										
Loyolan Generic	9-Feb	Loyolan	Digital Signage	1-Apr	30-Apr					
Tower	8-Mar	Loyolan	Digital Signage	1-Apr	30-Apr					Need to send to Jordan, See if Daniel
Loyolan Free Signage	9-Mar	Loyolan	Digital Signage	9-Mar	14-Apr					

The Ad Tracker Grid tracks all paid campaigns as well as *Loyolan* marketing campaigns from month to month. Green rows indicate active campaigns, while red rows indicate completed campaigns. This spreadsheet contains monthly tabs so we may effectively track campaigns that last longer than one month. This online tracker is supplemented in our office with a **dry-erase calendar**, which tracks all campaigns, client check-ins, and social media posts.

## Current Clients in Process Grid

Ad Rep	Status	Business Name	Contact Name	Phone Number	Email Address	Website	Social Media Handles	Contact Date	Contact Type	Outcome/Next Steps	Other Notes
Gwyn	Waiting	Rock & Brews	Katy					10-Jan	Email	Waiting on response	Interested in Street Teams and E-Newsletter
Gwyn	Waiting	LMU Athletics	Jasmine Cannady					8-Mar	Email	Waiting on response	Discussed Street Teams
Gwyn	Complete	Fulbright Fellowships	Cassidy Alvarado					11-Feb	Email	Complete	
Gwyn	Running	LMU Business Services	Andrew O'Reilly					31-Jan	Email	Running	POC for artwork - Hannah Rhodes
Gwyn	Waiting	University of San Franc	Maureen Lu/Kelly Guy					21-Mar	Email	Waiting on response	Sent more info on Digital Signage
Gwyn	Running	Westside Residences	Nancy Wolf, Ivan Masc					8-Mar	Email	Running	
Gwyn/Lio	Waiting	Streamusic	Karlie C					10-Feb	Phone	Waiting on Email respon	Might be interested in street teams
Gwyn	Waiting	Killer Shrimp Restaurar	Brett					21-Feb	Email	Waiting on response	Pitched Street Teams, Digital Sigange, and Social Media
Gwyn	Sent Mock	LMU Children's Center	Grizel Lopez					21-Mar	Email	Waiting on response	Interested at the end of the month, reach out again
Gwyn	Complete	University of Notre Dar	Iselli Hernandez					4-Mar	Email	Complete	
Gwyn	Waiting	KW Capital	Brandon Arlington					8-Mar	Email	Waiting on response	Pitched Classifieds, social media
Gwyn	Waiting	New India's Oven	Manjit/Ranjit Singh					25-Mar	Email	Waiting on response	Pitched Social Media
Gwyn	Waiting on Ar	USFCA Grad	Kelly Guyton					30-Mar	Email	Waiting on artwork	
Gwyn	Waiting	RockStar Pro Movers	Russell					30-Mar	Phone	Sent Media Kit, E-Newsletter	
Gwyn	Waiting	Dorm Room Movers	Ralph Esperas					28-Mar	Email	Waiting on response	Pitched Premium Bundle
Gwyn	Waiting	Moovit4now						28-Mar	Email	Waiting on response	Pitched Premium Bundle
Gwyn	Set to run	Collegeboxes						30-Mar	Email	Set to run	
Gwyn	Waiting	SML Moving						28-Mar	Submitted Website Connection request		
Gwyn	Waiting	We Come 2U	Joey					28-Mar	Email	Waiting on response	
Gwyn	Waiting	Place Corps	Clementine Castro					30-Mar	Email	Waiting on response	Pitched Social Media and Digital Signage
Gwyn	Waiting	Ribs Restaurant	Bryen Espinoza					30-Mar	Email	Waiting on response	Sent Mock of 1 month Digital Signage

(Redacted for client privacy)

The Current Clients in Process Grid tracks any and all contact and outreach with clients from month to month. Clients' names, business names, contact information, and any other relevant information is recorded in this grid, so that our advertising representatives have a communal record of all communications with each client.

## Checking Up with Clients Grid

Client	Client Contact	Start Date	End Date	Type of Ad	Midway Check-In	Post Check-In	Status
Sodexo		1/12/2022	2/14/2022	E-Newsletter, Premium Bundle	9-Feb	14-Feb	Completed
LMU Business		2/4/2022	6/4/2022	Digital Signage	31-Mar	5-Jun	Completed
Tutoring		2/7/2022	2/14/2022	Social Media	10-Feb	16-Feb	Completed
LMU ONIF		2/14/2022	3/21/2022	Digital Signage	9-Mar	21-Mar	Completed
University of Notre Dame		3/7/2022	3/21/2022	E-Newsletter, Digital Signage	14-Mar	23-Mar	Completed
Westside Residences		3/14/2022	4/10/2022	Premium Bundle	1-Apr	18-Apr	Completed
CollegeBoxes		4/1/2022	4/30/2022	Digital Signage	15-Apr	1-May	Completed
PLACE Corps		4/11/2022	5/9/2022	Social Media, Digital Signage	25-Apr	12-May	Completed
USF Grad		4/12/2022	5/31/2022	Digital Signage	2-May	1-Jun	Completed
Memorial		4/15/2022	4/21/2022	Social Media, Digital Signage	19-Apr	25-Apr	Completed
SenderOne Climbing		4/22/2022	5/6/2022	Website Side Banner	29-Apr	7-May	Completed
Benny's Tacos			5/6/2022	Digital Signage	N/A	7-May	Completed
RockStar Pro Movers		4/29/2022	4/29/2022	E-Newsletter	N/A	30-Apr	Completed
Tenth Church		5/3/2022	5/17/2022	Social Media, Website Leaderb	10-May	18-May	Completed
MA Higher Education		5/13/2022	6/9/2022	Social Media, Website Side Bar	27-May	7-Jun	Running

(Redacted for client privacy)

The Checking Up with Clients Grid tracks all Midway and Post-Campaign Check-Ins with our paid ad clients. Midway and Post-Campaign Check-Ins are pre-scheduled in this grid when a campaign is purchased.

# Examples:

# Office Organization

## Social Tracker Grid

Client	Client Name	Start Date	End Date	FB Date	IG Date	TW #1 Date	TW #2 Date	Ad Text	
Tutoring	Sandy Marmolejo	7-Feb	14-Feb	10-Feb	9-Feb	8-Feb	14-Feb		Key:
Sodexo	Hannah Rhodes	7-Feb	14-Feb	9-Feb	8-Feb	7-Feb	10-Feb		Posted
Westside	Nancy Wolf	14-Mar	20-Mar	20-Mar	16-Mar	15-Mar	18-Mar		Scheduled
Westside	Nancy Wolf	21-Mar	27-Mar	27-Mar	24-Mar	22-Mar	26-Mar		Unscheduled
Westside	Nancy Wolf	28-Mar	3-Apr	1-Apr	29-Mar	30-Mar	3-Apr		
Westside	Nancy Wolf	4-Apr	10-Apr	8-Apr	4-Apr	6-Apr	10-Apr		
Innovaton Syr	Tim O'Neill	18-Mar	24-Mar	22-Mar	23-Mar	21-Mar	24-Mar		
PLACE Corps	Clementine Castro	11-Apr	17-Apr	12-Apr	15-Apr	13-Apr	16-Apr		
PLACE Corps	Clementine Castro	18-Apr	24-Apr	23-Apr	23-Apr	20-Apr	22-Apr	PLACE Corps is LMU's national post-grad service ;	
PLACE Corps	Clementine Castro	25-Apr	1-May	1-May	28-Apr	26-Apr	30-Apr	For over 20 years, "LMU's PLACE Corps has cultiv.	
PLACE Corps	Clementine Castro	2-May	9-May	7-May	9-May	6-May	8-May	PLACE Corps is an excellent pathway for aspiring	
Memorial	Karen Cormier	15-Apr	21-Apr	19-Apr	20-Apr	18-Apr	21-Apr		
Tenth Church	Dave Carter	3-May	9-May	6-May	3-May	5-May	8-May	Free lecture, "Spritual Discovery: How We can Be	
Tenth Church	Dave Carter	10-May	17-May	13-May	11-May	10-May	16-May	Free lecture, "Spritual Discovery: How We can Be	
MA Higher Ed	Mary Fraser	13-May	19-May	16-May	13-May	15-May	18-May	Loved being a Lion? Stay awhile and get a leg up	
MA Higher Ed	Mary Fraser	20-May	26-May	25-May	21-May	23-May	27-May	Continue your LMU experience—make it a career	
MA Higher Ed	Mary Fraser	27-May	2-Jun	1-Jun	31-May	29-May	3-Jun	College is even better when you make it a career.	
MA Higher Ed	Mary Fraser	3-Jun	9-Jun	8-Jun	7-Jun	5-Jun	9-Jun	Make higher education your career: earn a M.A.	

All Social Media Campaigns are scheduled and monitored using the Social Tracker Grid. We use Hootsuite as our scheduling software for Facebook and Twitter, and manually post Instagram stories.



Loyolan Business 2021-22

All grids, meeting notes, initiatives, contracts, and artwork are located in a Box folder, shared with all business staff.



Contracts



Advertising Artwork

All paid clients' contracts and artwork are categorized in subsequent folders organized by campaign date.

## 2021-2022 Ad Sales Master Price List

### Media Kit Ads

Type of Ad	Price
E-Newsletter - Leaderboard	\$150/week
E-Newsletter - Basic	\$75/week
Website - Leaderboard	\$150/week
Website - Side Banner	\$75/week
Digital Signage	\$125/week, \$350/month, \$995/semester
Street Teams	TBD - Pending \$150 (2 students for 2 hrs)
Social Media	\$75/week (1 FB, 1 IG Story, 2 TW)
Premium Bundle	\$475/week (add a 5% Bundle Discount)

### Discounts for Media Kit Ads:

Discount	Conditions
5% Bundle Discount	Must purchase at least 2 ad packages
10% On-Campus Discount	Must be an LMU on-campus organization
10% Non-Profit Discount	Must be a registered non-profit or educational organization. Check with Tom if unsure.

### Classified Ads

Word Length	Price
0-35 words	\$10/week
36-50 words	\$15/week
Additional words	\$0.40
Student: 0-50 words	Free

## 2021-2022 Ad Sales Dimension List

Type of Ad	Dimensions
E-Newsletter (All)	1000 x 124 px
Website - Leaderboard	1000 x 124 px
Website - Side Banner	300 x 300 px
Digital Signage	1920 x 1080 px
Facebook	1080 x 1080 px
Twitter	1080 x 1080 px
Instagram	1080 x 1920 px

I created and posted the Master Price List and Dimension List on the walls of our office for quick reference when handling phone and email inquiries.

**Los Angeles LOYOLAN**  
**STUDENTS ARE BACK!!!**  
 Introduce LMU's nearly 8,500 students to your business via the **LOS ANGELES LOYOLAN**  
*LMU's Award-Winning Student-Ran News Source*

**REACH 10,000+ LMU STUDENTS, FACULTY & STAFF EACH WEEK**

**E-NEWSLETTER** Direct to inbox!  
 Integrate your content into our e-newsletter to reach 1000+ weekly readers for just \$75/week – or upgrade to a top leaderboard position for \$150/week.  
 Or become the sole title sponsor so that your department or organization's name is featured each and every week of the semester. Think The Los Angeles Loyolan Weekly 9th Anniversary brought to you by (INSERT YOUR NAME HERE) \$895/semester. Act now... there will be only one title sponsor per semester.

**SOCIAL MEDIA**  
 Our social accounts reach thousands of LMU students, faculty and staff every day. Our weekly package gets you visibility on Facebook, Twitter, Instagram and one Instagram story for just \$75/week.

**WEBSITE**  
 Get a top leaderboard position for \$150/week or a side banner spot for \$75 per week on our mobile-friendly site.

**DIGITAL SIGNAGE**  
 Your message will be seen 48 times/day on 16 screens strategically placed around campus, including 14 screens throughout the residence halls and two in the Patrice Student Center. \$225/week or \$350/month or just \$995 for an entire semester. (Four full months).

**STREET TEAMS**  
 Want to get your business name top-of-mind all over campus? The Loyolan now can arrange for students to serve as your brand ambassadors, getting your marketing materials (such as flyers and coupons) directly into the hands of students. Prices vary based on quantity. Inquire today.

**PREMIUM BUNDLE & SAVE!**  
 Get it all! The e-newsletter, all social, digital signage and the website for just \$475/week and save 5%!

**MIX-&-MATCH CUSTOM BUNDLE**  
 Let us design a custom bundle for you. You get multiple products you want plus a great discount!

Los Angeles Loyolan Marymount  
 Phone 310.338.7509  
 Email ADS@THELOYOLAN.COM  
 One LMU Drive / North Hall, MS 8400  
 Los Angeles, California 90032  
 www.LALOYOLAN.COM

**WHERE WILL MY ADVERTISEMENT RUN?**

**ON OUR WEBSITE**

LEADERBOARD POSITION  
 1000 x 124 pixels – \$150/week

**ON OUR E-NEWSLETTER**

Weekly Story RoundUp  
 TOP LEADERBOARD POSITION  
 1000 x 124 pixels  
 \$150/week

**ON DIGITAL SIGNAGE**

SIDE BANNER POSITION  
 300 x 300 pixels – \$75/week

16 SCREENS ACROSS CAMPUS  
 \$125/week, \$350/month or  
 \$995 for the semester

Our [Media Kit](#) is posted in the Loyolan Business Box folder and our office for quick selling reference. I collaborated with the Assistant Director of Student Media to create the “Where Will my Advertisement Run?” supplemental page, after noticing confusion by many clients about where exactly our digital ads are located, as *The Loyolan* no longer prints physical copies of its newspaper.

The full Media Kit and supplemental page were part of a mass mail-out initiative we executed in January of 2022, sending 800+ media kits to LMU departments as well as local businesses in the Westchester community. It generated great interest in advertising for Spring 2022.

# Examples:

# Intern Training System

## 2021-22 Business Intern Training Checklist

Name: \_\_\_\_\_

### Ad Sales

#### Box Documents

##### Advertising + Sales Folder

- 2021-22 Ad Tracker (see tabs)
- Checking Up with Clients
- Current Clients in Process
- Social Tracker
- Loyolan Blank Contract
- Digital Signage
- Advertising Artwork Folder

##### Loy Biz How To's Folder

- Update Email (Monday)
- Place Ads
- Phone
- New Ad Client (whoop whoop!)
- Label Printing
- E-Newsletter Email (Thursdays)
- Daily Tasks :)
- Classifieds

##### Loyolan Business 2021-22 Folder

- Outreach Updated 9-14-21

#### Phone

- Know how to check office phones (2)
- Know how to remotely check office phones (2)
- Learn basic greeting
- Learn what to write down for voicemails
- Learn the actions taken for basic requests: classified placement, ad placement, removal of articles

#### Printer

- Learn how to print
- Learn how to print labels

#### Ads

- Learn how to update Current Clients in Process and 2021-22 Ad Tracker
- Learn how to fill out Mock Contracts and Final Contracts
- Learn discounts & learn how to calculate discounts
- Learn where to access the payment link, and how client should fill it out
- Learn how to update payment transactions in Digital Analytics Spring 2022
- Know where to find all artwork dimensions
- Learn how to send mid-campaign and post-campaign reports, and how to update Checking Up with Clients

#### Website

- View and familiarize yourself with the website
- Know difference between Leaderboard and Side Banner
- Know who to contact for posting Website ads

#### E-Newsletter

- Sign up for the E-Newsletter – view and familiarize yourself with its format
- Know difference between Leaderboard and Basic Ad
- Know the timeline & who to contact for posting E-Newsletter ads

#### Digital Signage

- Know who to contact for posting Digital Signage
- Know locations of all Digital Signage (see spreadsheet)

#### Social Media

- View The Loyolan's Facebook, Twitter, and Instagram pages
- Learn the specifics of what a Social Ad Package includes
- Learn how to create a social posting plan and update it
- Know how to check on posted/scheduled content
- Learn how to schedule posts on HootSuite
- Learn how to access The Loyolan's Instagram page and post Stories

#### Street Teams

- Learn the basic components of Street Teams
- Review the Draft of the Street Teams Interest Form
- Review the Street Teams Interest Google Form

#### Classifieds

- Learn how to respond to classified requests
- Learn classified policies (for students and non-students)
- Learn how to calculate classified prices
- Learn where to access the payment link, and how client should fill it out
- Learn how to update payment transactions in Digital Analytics Spring 2022
- Know the timeline & who to contact for posting classifieds
- Learn how to fill out classifieds in 2021-22 Ad Tracker
- Know how to schedule the weekly classified post on HootSuite (FB & TW, Sundays 1PM)

#### Outreach

- Learn how to access the Outreach spreadsheet
- Learn how to reach out to companies by email/phone
- Learn how to log outreach in Current Clients in Process

#### Digital Analytics

##### Box Documents

##### Digital Analytics + Content Folder

- Loyolan Content List 2021-22
- Digital Analytics Spring 2022
- Reports for Tom

Pages 1 & 2 of 3 of the Business Intern Training Checklist

After accepting my job offer as a Business Intern in October of 2021, I was trained by our former Ad Sales Manager. My first day was filled with explanations of different grids and client communications—I was thrown into the thick of sporadically learning about the different departments and responsibilities of the business team, with no way to track what I had and hadn't learned.

After assuming the role of Ad Sales Manager in January of 2022, I created the Intern Training System and Checklist to track the information-intensive onboarding and training of our new recruits. This list has proved especially helpful for transitions between old and new managers—something very common at *The Loyolan* with students often studying abroad and graduating.

To create the checklist, I collaborated with the managers of the Marketing and Business Analytics departments to ensure that all of their responsibilities and training needs were included on the list. In addition to the list, I assisted in the development, creation, and upkeep of 9 “How-To” documents that detail virtually every step of *The Loyolan's* advertising sales process for intern and manager reference and training. As a student graduating in December of 2022, I wanted to help ensure that *The Loyolan's* business department still runs smoothly even after I am gone.



# Examples: Client Work

## LMU M.A. in Higher Education

**Format:** Social Media, Website Side Banner

**Responsibilities:**

- Discussed advertising options with client, determined which packages would best reach students after the completion of the spring term
- Scheduled, copy-edited, and manually posted 16 social media posts (Twitter, Facebook, and Instagram), rotated artwork weekly
- Posted ad and click-through link to website, monitored and communicated impressions and clicks to client

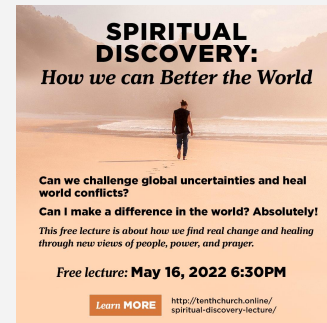


## Tenth Church - Spiritual Lecture

**Format:** Social Media, Website Leaderboard

**Responsibilities:**

- Communicated with client via phone and email to determine specific marketing needs; coordinated sales contract
- Scheduled, wrote copy, and manually posted 8 social media posts (Twitter, Facebook, and Instagram)
- Coordinated posting of ad and click-through link with Website teams



## SenderOne Climbing

**Format:** Website Side Banner

**Responsibilities:**

- Created expedited sales contract to accommodate for client's desired campaign run dates
- Communicated with Website team to ensure proper posting of ad and click-through link
- Sent mid-campaign and post-campaign check ins with client that detailed ad impressions and clicks
- Client expressed interest in returning to advertise in fall 2022



## University of San Francisco Grad Program

**Format:** Digital Signage

**Responsibilities:**

- Communicated with client to determine which ad package best suited their marketing needs
- Accommodated client's specified payment needs by providing an invoice and payment processing after the campaign start date
- Coordinated posting of ads with Digital Signage teams, rotated artwork bi-weekly
- Client expressed interest in returning to advertise in fall 2022



## PLACE Corps

**Format:** Social Media, Digital Signage

**Responsibilities:**

- Collaborated with client to create, design, and schedule 16 social media posts on Twitter, Facebook, and Instagram
- Rotated artwork weekly on social media and bi-weekly on digital monitors
- Compiled and created a post-campaign report detailing impressions, artwork, and clicks
- Client expressed interest in returning to advertise in fall 2022



## CollegeBoxes

**Format:** Digital Signage

**Responsibilities:**

- Cold-contacted client and pitched ad packages
- Wrote up sales contract, coordinated posting of ad with Digital Signage team
- Sent client requested images of their ad running on our 16 digital monitors across campus
- Client expressed extreme satisfaction with campaign and is interested in returning to advertise in spring 2023



# Examples: Client Work

## Westside Residences

**Format:** Premium Bundle (Social Media, Digital Signage, Website, E-Newsletter)

**Responsibilities:**

- Communicated with client to determine specific marketing needs; coordinated sales contract
- Scheduled, wrote copy, and manually posted 16 social media posts (Twitter, Facebook, and Instagram)
- Coordinated posting of ads with Digital Signage, Website, and E-Newsletter teams



## LMU Office of International Funding

**Format:** Social Media, Website Leaderboard

**Responsibilities:**

- Communicated with client to discuss which advertising option best fit their needs; wrote sales contract
- Collaborated with Digital Signage teams to ensure proper placement/posting of ad
- Discussed advertising timeline to obtain maximum on-campus exposure; added extra week to campaign to account for absence of students during spring break



## Sodexo

**Format:** Premium Bundle (Social Media, Digital Signage, Website, E-Newsletter)

**Responsibilities:**

- Communicated with client to obtain new artwork and viable click through links weekly
- Planned with E-Newsletter, Digital Signage, and Website teams to ensure proper placement and posting of ads
- Adjusted on-campus advertising timeline according to the university's modified, online spring schedule; scheduled social media posts at peak engagement hours

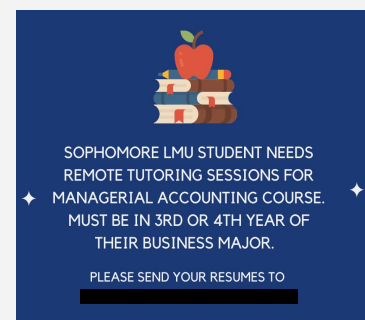


## Sandy Marmolejo (Tutoring)

**Format:** Social Media

**Responsibilities:**

- Created ad artwork and copy for Twitter, Facebook, and Instagram posts
- Scheduled posts during peak engagement hours of the week on each platform
- Communicated with client to learn if their needs were met, and if they received any responses/resumes from the advertisement



## The Los Angeles Loyolan

**Format:** Premium Bundle (Social Media, Digital Signage, Website, E-Newsletter)

**Responsibilities:**

- Designed all artwork according to client's preferences; resized art for each form of media
- Coordinated sales contract with client
- Determined social media posting dates to obtain maximum exposure and impressions
- Collaborated with Digital Signage, Website, and E-Newsletter teams to ensure that all artwork, links, and text were accurately posted



## LMU Marketing and Communications

**Format:** Website, E-Newsletter, Social Media

**Responsibilities:**

- Scheduled Instagram stories, Twitter posts, and Facebook posts at client-specified times; included links, text, and tags
- Communicated a post-campaign report for client with digital analytics detailing social media impressions, website views, E-Newsletter recipients, and E-Newsletter open rates

