



# ACP Best Sales Representative

Yuka Shindo

To Whom It May Concern:

It is my pleasure to write to you today to nominate Yuka Shindo from Mustang Media Group at Cal Poly San Luis Obispo for the award of Best Advertising Representative in the Nation from the Associated Collegiate Press. I have been lucky enough to work in student media for seventeen years now and in that time Yuka has undergone some of the greatest personal growth I've ever witnessed to the point that she is now the pillar of MMG's sales efforts.

When Yuka started with MMG in the Fall of 2021 she began her job during an uncertain and challenging time for our organization. After 18 months of remote learning Cal Poly students returned to campus for in-person learning and the new account executives of our organization attempted to rebuild relationships with local businesses and campus organizations that in many cases had been dormant for those 18 months. It was an intimidating environment to be sure and Yuka at times struggled to find the right balance but not due to a lack of effort on her part. As managers, we all knew that Yuka possessed immense talent and also felt confident that with a little more experience under her belt, she would quickly reach her full and immense potential.

Starting in the Fall of '22 Yuka began to realize her full potential in a stunning manner. She quickly became a fearless prospector of new business. She proposed and executed smartly crafted multimedia proposals for all clients that she worked with. She contributed the most clients for our annual housing edition and on-campus fair for that edition. She followed that up with being the top seller for our coupon book product, for our Open House edition, and seemingly every special section that we put out as well. as all of our ongoing digital and social media products. She was motivated, focused and in the process quickly set the standard for all other account executives in our office for the '23 Academic year. She was a talented account executive to be sure but even better as a consultant who built great business relationships with all of her clients that led to campaigns that fit all of their needs and promoted what made their businesses unique in the process.

When the '23 Academic year was completed Yuka transitioned from an account executive to a team leader with her own group of account executives under her supervision. With over 90% of our '23 AY team lost to graduation the role of team leader has become even more crucial than ever before for our organization. It is here that Yuka has excelled once again. She does frequent one-on-ones with her teams and helps them overcome obstacles they are currently facing while also helping them anticipate obstacles they might not even know existed yet. Under her guidance, they celebrate their successes but also learn from each and every setback they encounter. In short, Yuka has successfully transitioned from student to teacher and has swiftly helped us rebuild our sales team into one that is stronger than ever before.

Student media provides many opportunities to college students but chief amongst them in my opinion is the opportunity for personal growth. Yuka's own personal growth has been both dynamic as well as envious and was a major factor in our organization surpassing the previous academic year's numbers by nearly 8% in the first six months alone. Yuka is smart and inquisitive. She learns from her setbacks and helps others in our office achieve their full

potential by passing along how she has been successful. I hope after reading all of her materials in the pages to follow that you will come away as impressed as I have been and view her as one of the best sales representatives in the entire nation.

Sincerely,

Jon Schlitt  
General Manager, Mustang Media Group  
Cal Poly San Luis Obispo  
(785) 766-6283, jschlitt@calpoly.edu

# Yuka Shindo

San Jose, CA 95120 | 408-360-7077 | yukaa.shindo2020@gmail.com | [www.linkedin.com/in/yuka-shindo](http://www.linkedin.com/in/yuka-shindo)

## Education

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**California Polytechnic State University** | San Luis Obispo, CA Jun 2024  
Bachelor of Science in Business Administration, Concentration: Information Systems & HR Overall GPA: 3.60

## Work Experience

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**Peer Mentor, President** | Orfalea College of Business, San Luis Obispo, CA Feb 2022 - Present

- ❖ Lead staff meetings and coordinate organization logistics for our staff of 20+ students, 100+ mentees, and six internal committees
- ❖ Coordinate the hiring, planning, and interviews for more than 100 students for a student leadership position
- ❖ Provide guidance and support through 1:1 mentorship to help navigate six fellow students with career development, class counseling, and acclimating to college in an organized manner

**Advertising Manager** | Mustang Media Group, San Luis Obispo, CA Sept 2021 - Present

- ❖ Spearhead a team of eight new account executives by creating innovative incentives to foster motivation and excellence within the team, continuing to contribute to the “Best College Media Group in the Nation”
- ❖ Serve as a customer-facing executive and prospect 40+ businesses in SLO county with above a 30% conversion rate to further build their reputation with the Cal Poly student community and deliver quality client services

**Systems Engineer Intern** | Palo Alto Networks, Santa Clara, CA Jun 2023 - Sept 2023

- ❖ Conducted a tailored customer demonstration and presented the features of a Palo Alto Networks Firewall product, expertly navigating through its user interface
- ❖ Attained an Entry Level Cyber-Security Technician Certification through training sessions and a thorough study of the company's diverse range of products and services

**Technology Risk Consultant Intern** | Ernst & Young, San Jose, CA Jun 2022 - Aug 2022

- ❖ Composed over ten System and Organization Control (SOC) documentation reports for Fortune 500 clients by testing IT controls and evaluating the client's IT processes through walk-through procedures for enterprise-wide systems
- ❖ Produced a competitor analysis report through an in-depth research examination which later helped succeed senior manager's repertoire with the client

## Volunteering Experience/Leadership Positions

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**OCOB Ambassador, VP of Marketing** | Orfalea College of Business, San Luis Obispo, CA Feb 2022 - Present

- ❖ Represents the Orfalea College of Business through college tours with over 500+ prospective students and industry representatives
- ❖ Serve as VP of Marketing to showcase the Orfalea College of Business's values of inclusivity and vulnerability through creating more accessible tours with the addition of a brochure

**Mustang Consulting, VP of Development** | Orfalea College of Business, San Luis Obispo, CA Nov 2021 - Present

- ❖ Create a 10-week-long onboarding program for new associates, ensuring feedback is prioritized and ultimately creating a supportive environment
- ❖ Serve as a product manager by managing a cross-functional team creating written and verbal presentations, conducting business process analysis, and developing timelines for the client over a 10-week engagement period

## Skills

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- ❖ **Software:** Amazon Web Services, Microsoft Suite (Access, Excel, Powerpoint), Adobe Suite (Photoshop, Illustrator)
- ❖ **Coding Languages:** Python, SQL, R
- ❖ **Certifications:** PCCET (Palo Alto Networks Certified Cybersecurity Entry-Level Technician), Lean Six Sigma
- ❖ **Awards:** 2nd Best Sales Rep in the Nation (CMBAM)
- ❖ **Languages:** Fluent in Japanese and English; basic French

My name is Yuka Shindo and I am currently a fourth-year Business Administration student at Cal Poly in San Luis Obispo with a concentration in Information Systems and Human Resources. I joined Mustang Media Group (MMG) as an Account Executive (AE) in September of 2021, and throughout the years I have grown tremendously in both my passion and expertise in sales. From only making one sale in the first three months to becoming an Advertising Manager (AM), I've learned to navigate the challenges of sales and began to build relationships with a genuine desire to help clients achieve their goals.

One of my biggest learning experiences occurred when I attempted to step into a managerial role in April of 2022. I was initially disheartened after receiving constructive feedback that I would perform better as an AM after another year of experience. However, I decided to take on the challenge and use it as an opportunity to develop as a salesperson. After dedicating myself to the role by studying market trends, identifying potential clients, and using my experience to build stronger relationships with existing customers, I surpassed my total sales for the first academic year (Sept '21- June '22) just three months into my second academic year (Sept '22 - Dec '22). What initially seemed like a setback became a catalyst for my personal and professional growth.

What distinguishes me as an AE is my consultative approach that prioritizes a deep understanding of clients' needs and a focus on long-term success. Excelling in crafting innovative advertising solutions, I not only capture attention but also ensure alignment with the client's brand identity and objectives. My analytical mindset from my Information Systems education allows me to provide data-driven results to clients, ensuring their satisfaction. This approach reflects my commitment to fostering partnerships and contributing to the sustained success of my clients.

One of my proudest achievements as an AE was when I built both a work and personal relationship with Sun Day Carwash's Marketing Manager. In anticipation of the marketing manager's upcoming wedding, I developed a long-term customized advertising campaign that not only boosted their brand visibility but also resulted in a significant increase in sales. I was able to remove any barriers and streamline the process of advertising for multiple new locations around the area, all while working around her wedding schedule. This experience demonstrated that success lies in tailoring solutions to align with both business objectives and personal milestones that matter to our clients.

As an AM, witnessing the triumphs of my team members is one of my driving forces. Observing their achievements, whether in navigating complex client relationships, crafting compelling campaigns, or achieving ambitious sales goals, inspires me to set higher benchmarks for myself. Furthermore, the team's comradery serves as a source of mutual support during challenging times. The collaborative spirit and shared successes of my team motivate me to continue overcoming my own obstacles.

The satisfaction of delivering measurable results for clients through persistent effort, continuous learning, and building strong relationships in a dynamic field has allowed me to expand my skillset in a multitude of ways. In addition, collaborating with my teammates at MMG has proven to be a highly enriching aspect of my sales journey. Learning from everyone's diverse perspective has highlighted the significance of teamwork in my future career, despite being in an environment often associated with strong competitive undertones. As I transition into my career in technology sales, this experience has been invaluable and I am excited to see what the future holds for me.

# Sales History



Prospected Clients					
Sold Time Frame	Client	Total Spending	Last Year's Spending	Percentage Change	
March 2023	Alan Hancock College	\$320.00	N/A	N/A	
Nov 2023 - Current	ERA Management	\$744.00	N/A	N/A	
Apr 2023 - Aug 2023	Center of Innovation and Entrepreneurship	\$800.00	N/A	N/A	
Sept 2022 - Nov 2022	Thursday Stampede	\$1,606.00	N/A	N/A	
Jan 2023 - Mar 2023	Wilbur Ellis	\$1,640.00	N/A	N/A	
Jan 2023 - Current	Sun Day Carwash	\$3,310.00	N/A	N/A	
	Total	\$8,420.00			

Note: Did not work over the summer, started working Sept 2022

Note: A closer look into the above and raw data can be found [here.](#)

Assigned Clients					
Assigned Time Frame	Client	Total Spending	Compared Time Frame	Compared Spending	Percentage Change
Sept 2022 - Aug 2023	Glenn Martin	\$638.00	Sept 2021 - Aug 2022	\$642.50	-0.70%
Apr 2023 - June 2023	Quicky's	\$1,100.00	Apr 2022 - June 2022	\$1,275.00	-13.73%
Sept 2022 - Aug 2023	Information Technology Services	\$750.00	Sept 2021 - Aug 2022	\$400.00	87.50%
Sept 2022 - Aug 2023	College of Liberal Arts	\$1,374.00	Sept 2021 - Aug 2022	\$1,300.00	5.69%
Sept 2022 - Aug 2023	College of Engineering	\$960.00	Sept 2021 - Aug 2022	\$1,710.00	-43.86%
Sept 2022 - Aug 2023	SLO Public Market	\$600.00	Sept 2021 - Aug 2022	\$1,894.00	-68.32%
Sept 2022 - Aug 2023	Flour House	\$1,000.00	Sept 2021 - Aug 2022	\$600.00	66.67%
Sept 2022 - Aug 2023	High Street	\$400.00	Sept 2021 - Aug 2022	\$500.00	-20.00%
Sept 2022 - Aug 2023	Kona's Deli	\$200.00	Sept 2021 - Aug 2022	\$700.00	-71.43%
Aug 2023	Environmental Health and Safety	\$405.00	Aug 2022	\$360.00	12.50%
Sept 2022 - Current	Koto Group	\$1,854.00	Sept 2020 - Dec 2021	\$500.00	270.80%
Sept 2022 - Current	Mustang Village	\$1,844.00	Sept 2020 - Dec 2021	\$1,975.00	-6.63%
Sept 2022 - Current	Moondoggies	\$950.00	Sept 2020 - Dec 2021	\$1,960.00	-51.53%
Apr 2023 - Current	Facilities Management & Development	\$755.00	Apr 2022 - Dec 2022	\$675.00	11.85%
Aug 2023 - Current	Campus Dining	\$2,763.00	Aug 2022 - Dec 2022	\$2,952.00	-6.40%
Aug 2023 - Current	Grad Education	\$405.00	Aug 2022 - Dec 2022	\$684.00	-40.79%
Aug 2023 - Current	International Center	\$1,368.00	Aug 2022 - Dec 2022	\$1,323.00	3.40%
Aug 2023 - Current	Transportation & Parking Services	\$1,327.50	Aug 2022 - Dec 2022	\$2,866.50	-53.69%
Aug 2023 - Current	Public Safety	\$720.00	Aug 2022 - Dec 2022	\$1,467.00	-50.92%
Aug 2023 - Current	Career Services	\$315.00	Aug 2022 - Dec 2022	\$860.00	-63.37%
Aug 2023 - Current	Kennedy Library	\$648.00	Aug 2022 - Dec 2022	\$0.00	648.00%
	Total	\$20,376.50			

\*had College of Engineering for both time frames

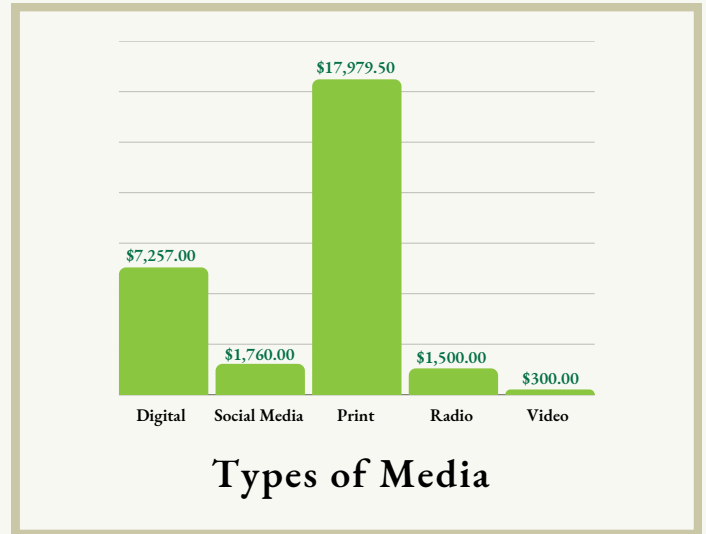
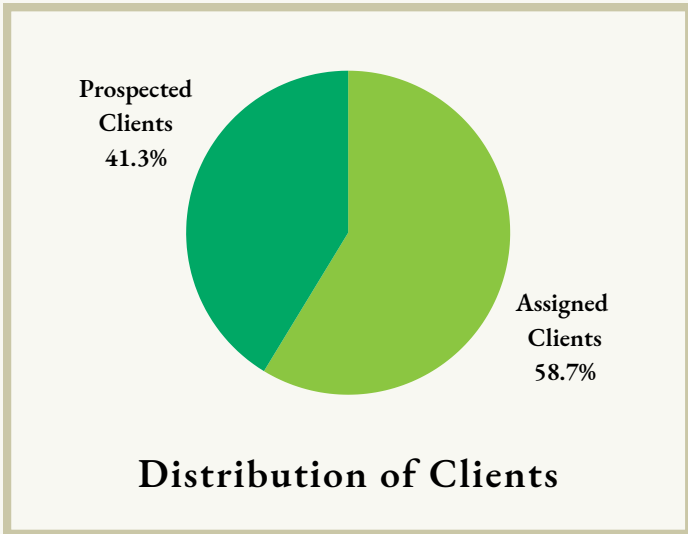
\*had been assigned Moondoggies since Sept 2021

One of my strengths as an account executive is my ability to prospect new clients and transfer them to returning clients. As mentioned on the next page, 41.3% of the clients listed on my commission log are prospected clients. I actively seize opportunities presented by new business openings in the area and stay on top of emerging trends within the community. With an enhanced understanding of both the student community and the broader San Luis Obispo area, I pinpoint gaps that can be addressed through our products. I take pride in my ability to listen to their needs and craft tailored solutions that exceed their expectations.

In consistently elevating my sales performance, I analyze historical data to identify areas for improvement. By implementing strategic adjustments and personalized approaches tailored to each account, I have been able to exceed the prior year's sales figures, showcasing my ability to drive continuous growth. In instances where surpassing prior-year figures proved challenging, I prioritized client satisfaction. Rather than pushing additional products, I focused on understanding the client's current needs and recommending solutions that would deliver optimal results, ensuring a client-centric approach.

Overall, I believe that my ability to prospect and convert clients is a testament to my dedication and skill as an account executive. While creating revenue is certainly important, I am driven by the satisfaction of helping clients achieve their marketing goals and contributing to the success of our program.

# Sales History - Quick Stats



Among 15 total AE's, have contributed on average

**18%**

of revenue across all special editions

\*media kit can be found [here](#)

Increase in revenue across prospected and assigned clients of

**17%**

compared to the same time frame in years prior

**Total Sales**

**\$28,796.50**

with 16 months of employment and 27 clients

\*from Sept '22 - Dec '23

# Strategic Management Style



The Prospects	MMG Executive
Wine and Vit Program	
Vina Robles	
Opolo Winery	
Brecon Estate	
Villa San-Juliette	
Dolphin Bay Resort and Spa	
Brown Butter Cookie Company	
Niner Wine Estates	
Ramada Row	
Kiler Ridge Olive Farm	
Sinor La Vallee	
Chamisal Vineyards	
Flour House	
Morro Bay Paddle Sports	
SLO Brewing Co	
Toyo Tires	
Central Coast Brewery	
Sidecar	
Saints Barrel Wine Bar	
Avila Valley Barn	
Taste! Craft Eatery	
Bear and the Wren	
Fremont Theater	
Anastasia's Jewelry	
Torricella Pizzeria	

Image 1

The Peak Advertisements				
Client	AE	Phone Number	Who is doing the artwork? (Client or MMG)	In the Finalized Artwork Drive? Y/N

Image 2

				
Spend an hour in an office				25
Booth for an event				50
Meet a client in person				25
Product sold!				100
Sell multimedia contract (2+ mediums) STACKS W/ "PRODUCT SOLD"				50
For designers: Designing a sold art				50
For designers: Designing a spec art (if turned into sold +50 pts)				50
Star of the Week				50
Bonding event with your whole team				250
Random Competitions...				TBA

Image 3

My approach to team management goes beyond traditional roles. It involves strategic team assignments, meticulous process optimization, and the implementation of engaging incentives to create an environment where each member is empowered, motivated, and actively contributing to our collective success. The prospect draft, artwork spreadsheet, and the sales incentive are all examples of work that have been implemented since Sept 2023.

For one of our special editions, I decided to create a prospect draft (Image 1) to expand our clientele and find more clients that best fit that edition. Each AE was expected to research these clients in advance and send me an action plan providing what form of communication they planned on doing with said client, and what their strategy was. By performing this prospect draft, all AE's were able to expand their knowledge on client research and began to understand how to create an advertising campaign catered towards a specific client.

After running into some issues with completing all the necessary tasks before the production date, I took the lead in creating a comprehensive spreadsheet for artwork submissions (Image 2). This tool serves as a central hub for tracking the progress of each advertisement sold, ensuring that the artwork deadline is met, and facilitating clear communication within the team.

To foster teamwork and increase motivation, our team introduced a quarterly sales incentive competition (Image 3). Our team is currently split into two, with one being "Team Tom" and another being "Team Jerry." The team with the highest number of points at the end of the quarter received a monetary reward. This initiative not only injects a sense of friendly competition but also promotes a collaborative environment. Team members are encouraged to visit clients together and spend time in the office, resulting in heightened individual and collective performance.



# Prospecting Successes - Sun Day Carwash

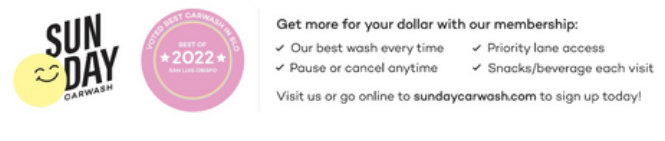
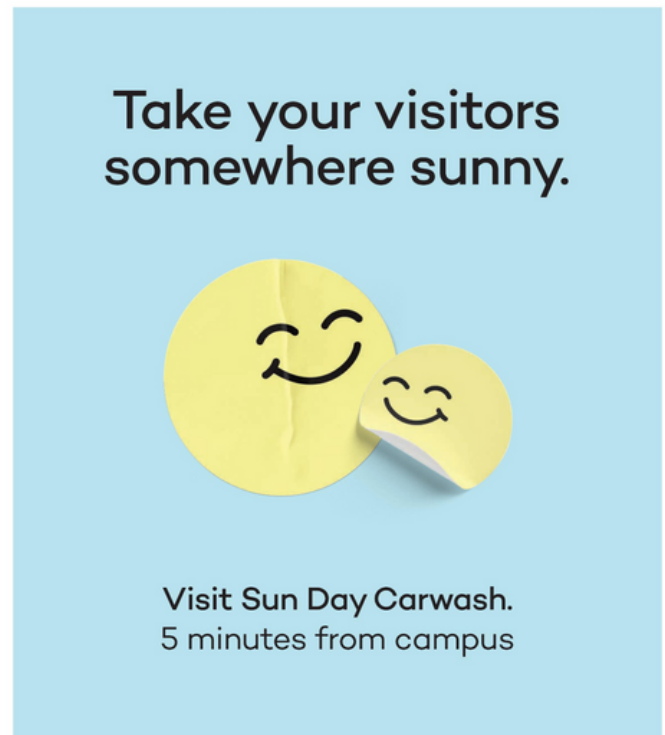
Sun Day Carwash was my first sale of 2023. To give a little more background, Sun Day Carwash was a newly established business in the Cal Poly community, unfamiliar with the local student demographic. Recognizing their potential and the opportunity to make a significant impact, I took a proactive approach to not only meet their advertising needs but to strategically position them within the Cal Poly community.

Understanding that Sun Day Carwash was relatively new and unfamiliar with San Luis Obispo, I initiated weekly meetings with them, brainstorming multiple different campaigns while sharing my knowledge of what students find enticing and attractive. We crafted a targeted campaign that incorporated their unique brand, creating a buzz around their name across campus.

After a year of collaborative efforts and strategic planning, Sun Day Carwash not only solidified its presence in the Cal Poly community but also expanded, opening two more locations in the San Luis Obispo area (the marketing manager and I are currently in the works of creating a new campaign to market these locations).

The initial proposed advertising campaign consisted of the Winter Coupon Book, a social media bundle, a month of billboard ads on our website, three months of radio, the Open House edition, and a video. The business was excited about this bundle and decided to move forward with my recommendations. The campaign proved to be a success, attracting new customers to the business. The success of the campaign was not merely about advertising; it was about creating a brand narrative that resonated with the local demographic. I am thrilled to have been able to help the business achieve its goals and look forward to working with them on future advertising projects.

Date	Type of Media/ Special Edition	Total Spending
Jan-2023	Print - Winter Coupon Book	\$700
Feb-2023	Radio	\$250
Feb-2023	Social Media	\$400
Feb-2023	Digital - Billboard	\$560
Mar-2023	Radio	\$250
Apr-2023	Radio	\$250
Apr-2023	Print - Open House Edition	\$600
Apr-2023	Video	\$300
	<b>Total</b>	<b>\$3,310</b>



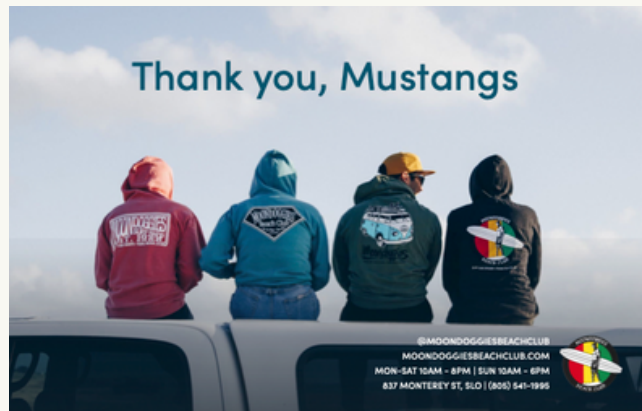
# Client Successes - Moondoggies

Moondoggies has consistently run in multiple editions throughout my time with them, proving to be an extremely loyal customer. I wanted to highlight a couple of our strengths working together that helped us promote their business effectively and strengthen our relationship.

Throughout my relationship with Moondoggies, I have found that communicating with clients through in-person visits has been instrumental in building stronger relationships. This face-to-face interaction demonstrates a level of dedication and commitment that cannot be achieved through phone or email communication alone. Especially in the COVID-19 environment, the value of connecting with clients has increased, which is especially apparent in the case of Moondoggies. Working with Moondoggies, I have greatly appreciated the small interactions we have that may not necessarily relate to advertising. Learning more about the types of clothing that they offer, and how they market to surfers and beach fans has been something that I have thoroughly enjoyed learning about. These conversations have helped me understand their values better, the main one being community.

These visits especially proved to be especially beneficial during the PolyPicks edition. With this special edition, MMG created a series of giveaways partnered with businesses. These prizes would be slipped in between pages in the PolyPicks edition, and promoted through our social media in an effort to increase engagement on our print editions. I immediately thought that Moondoggies would be great for this giveaway, as we have discussed how important giving back to their community is for them. After talking through the main benefits of PolyPicks such as how this edition is distributed all summer long by New Student Transitions during SLO Days (one of our main orientation events for incoming freshmen), Moondoggies was extremely excited to run in the edition and participate in this giveaway. Eventually, this led to a mutually beneficial promotion as MMG had students diving into the edition looking for potential prizes and Moondoggies was able to get further engagement through this initiative.

In conclusion, communicating with clients through in-person visits is an essential aspect of my role. While technology has made communication more convenient, nothing can replace the value of face-to-face interactions in building long-term, profitable relationships. Moondoggies has been an extreme pleasure to work with and has shown me how exciting sales can be.



# On Campus Client Successes - Campus Dining



In the world of sales, navigating the challenges of client management is an essential skill. One notable achievement that showcases my ability to adapt and lead in dynamic situations is the successful partnership with Campus Dining, MMG's largest client.

Campus Dining has consistently been a cornerstone client, contributing significantly to our annual revenue. However, during the past year, the organization underwent substantial management changes, introducing potential setbacks to our established relationship.

With the restructuring of Campus Dining's management, several obstacles emerged. Communication gaps altered decision-making processes, and a shift in organizational priorities presented hurdles that could have impacted the continuity of our partnership. In the face of these challenges, I took a proactive approach to not only preserve but enhance our relationship.

To navigate the transitions smoothly, I devised a comprehensive document that served as a roadmap for both our team and the newly appointed marketing manager at Campus Dining. This document included:

1. **Historical Advertisement Overview:** A detailed compilation of previous years' advertisements, showcasing the diverse range of campaigns we had executed. This provided a valuable historical context for the marketing manager, enabling them to understand the evolution of our partnership.
2. **Run Sheet Analysis:** A run sheet summarizing the scheduling and performance metrics of previous advertisements. This allowed for a quick analysis of what strategies had been effective in the past and facilitated data-driven decision-making for future campaigns.
3. **Upcoming Run Dates and Art Deadlines Chart:** A visual chart outlining upcoming run dates and corresponding art deadlines. This streamlined the planning process for the marketing manager, offering a clear and organized overview of the year ahead.

As a result, Campus Dining remained our largest client of the year. The transparency and efficiency provided by the document not only eased the onboarding process for the new marketing manager but also demonstrated our commitment to their success.

## Client Work - Examples

### Nite Creamery

**Edition:** PolyPicks

**Description:** The San Luis Obispo community votes for their local favorites and we compiled an edition celebrating the best that SLO County has to offer. With Nite Creamery voted as one of the best ice cream places in town, I prospected this business and proposed including a coupon to show the client's gratitude to the community, along with a QR code that would provide trackable results for their ROI on this advertising campaign. After this edition was released, Nite Creamery saw immediate results and increased traction in their business as over 100 customers utilized this coupon within a week of the run date.



### College of Engineering

**Edition:** Graduation

**Description:** It's important to understand that sales don't always have to have a direct result. While it is true that businesses ultimately want to make a profit, there are other ways in which advertising can benefit a brand. This was the approach I took when communicating with the College of Engineering. Showing the network that the College of Engineering has with both prospective students and post-grad students helps broaden its audience and attract parents who are flipping through this page before the graduation ceremony starts. Although the client was initially skeptical of running an ad in this edition, providing this empathetic approach eventually led them to this ad shown on the right.

