

# **BEST ADVERTISING REPRESENTATIVE**

**MASON  
TURNER**



CENTRAL MICHIGAN  
**LIFE**

**ACP 2023**

# Letter of Recommendation



December 15, 2023

Dear ACP Judges:

I am pleased to write this letter of recommendation for Mason Turner for ACP's 2023 Best Advertising Representative. Mason has been a member of our team for more than a year, and quickly positioned himself as a team leader on the account management side of our student media advertising agency, Gold Media Group.

During his first semester on staff, Mason's work ethic, creative ideas and customer service skills drew attention from the rest of the team. Mason was given a pretty bad list of "C" accounts. You know the kind - customers who haven't run in years, never run, or may only do so a couple times a year. Mason wasn't making any money, but was happy to continue practicing his skills. He never took the rejections personally, and instead demonstrated what successful account managers should do – he kept going back to clients that said "No" and he kept digging for NEW clients.

If Mason was uncomfortable with cold-calling he never showed it. Other account managers saw this quality in him and was immediately called upon for help. Mason would happily volunteer to go on team calls with other representatives who were struggling to get client meetings or to close accounts. His assistance helped the other account representatives build their confidence levels. After doing so, he would be back in the office researching and developing ideas for his clients and others.

Going into the fall of 2023, our program shifted towards new revenue growth, and focused on aggressive sales goals. These new goals focused on digital sales as we faced the challenge of cutting print products. Mason was given an opportunity to take on larger, existing clients and but also assigned the challenge to find new business to make up for the print revenue losses his territory would be facing.

This is where Mason truly shined. Mason identified new cannabis businesses coming into the community that would have a large potential for return. Mason identified 3 major clients for growth, and met with them to conduct needs analysis, develop bundles and campaign concepts. He was able to bring in new business from these clients and increase his revenue by more than 128% from the previous year, booking more than \$44,000 in sales. No small feat in today's college media market.

Central Michigan Life truly has been better this year and exceeded its sales goals because of having Mason on our team. He demonstrates the possibility of what each territory COULD BE with the right focus and perseverance. And he is selfless in helping others strive for the same success. Mason Turner has earned the recognition for ACP's 2023 Best Advertising Representative. He demonstrates all the qualities of an outstanding account manager and leader. It is my honor to nominate him.

Thank you for your consideration.

Sincerely,

*Kathleen Simon*

Kathleen Simon  
Assistant Director, CMU Student Media

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**436 MOORE HALL, CENTRAL MICHIGAN UNIVERSITY**  
**WWW.CM-LIFE.COM**

# Mason Turner Cover Letter



Dear ACP Judges,

I appreciate your time and consideration for Best Sale Representative. My name is Mason Turner, and I am honored to represent our great team at Central Michigan Life, the student media company at Central Michigan University. Thank you for letting me share my journey that led me to my position as a CM Life account representative. The lessons and experiences that I've learned from my time here so far are irreplaceable.

I have always been jealous of people who know what they want to do after college. A clear-cut path to the finish line and a nice paying job waiting for them at the end. My journey into advertising has not been that well defined. Last fall, I was approached by a previous advertising manager of CM Life, and he asked if I wanted to learn about Gold Student Media Group at CM Life. Saying yes to that question has given me the best real-world experiences I could've hoped for. It has shown me a career path that utilizes my skills of communication while also giving me a creative outlet.

Over the course of the last year, I have developed many skills I otherwise would have never learned in a classroom environment. Approaching and talking with clients is often the most intimidating part of being an account representative for new hires – and I was no exception. Although now, it has become the part of my job I am most comfortable in. I have learned how to ask the right questions to get the answers I'm looking for. It's probably an overused saying but the importance of the 80/20 rule – client speaking 80% and you speak 20% of the time – cannot be overstated. When in client meetings, it's important to have a clear and measurable goal that you can quantify at the end of your conversation.

From the first meeting to developing a client's creative strategy is where I thrive the best. I have learned not only to ask the right questions to understand the client's perspective but to also lean on the right teammates to assist you in bringing the clients strategy to life. So often, good ideas will die when you try to work it to death without talking about it out loud. Good ideas come from looking at things through your team members perspective and watching the final products and strategy build as an offshoot of the original pitch.

One of my best skills is my aptitude for leadership. People sometimes confuse leadership for being overbearing but a good leader should amplify everyone else's skills. Being available to answer questions, accompany people in client meetings, and help with creative direction are all things that make me a good account representative. Knowing that the advertising and news team count on me to be my best keeps me motivated, even on days that it would be easy to coast.

The world of sales can be challenging for many reasons. You are in a constant battle with yourself to be persistent in fighting for an account, without coming off as pestering. For these reasons and more, keeping your motivation is a key to success. I stay motivated by putting myself in the shoes of the client. These businesses put their trust in us to amplify their message; as account managers we need to create a balance to do this to the best of our ability.

# Mason Turner Cover Letter



Another way I stay motivated is by keeping the client involved throughout the entire process. Working side by side with them keeps us both accountable in developing their campaign. Building relationships helps me understand what their goals are while also helping me develop their voice. Creating a unique voice for each individual business is a daunting task but it is the best way to cut through all the other clutter in the market. Keeping all these things in mind helps me stay on task and work ahead of due dates.

In the world of advertising and sales, success stories are often measured by how much you sold or how big the client was that you landed. While I have been able to be a part of developing large bundles and presenting to important clients, my biggest success comes in another form. Assisting in the development and eventual implementation of our Cannabis Newsletter has been the most rewarding and tangible success. This process showed me all the different channels that need to come together in order to make something like this happen. Working with our editorial team to create stories, our visual team to make graphics, and of course approach cannabis companies around the area to advertise within the newsletter.

The cannabis industry has been booming across the country and the state of Michigan is no different. It seems that a new dispensary opens its doors every other week. This boom of the upcoming industry created an interesting opportunity that no other college or news organization has tackled. Due to state regulations and internal university policies, we had to think of out of the box ways to advertise for them. Creating the newsletter allowed us to work within the age requirements of the state and build a newsletter base outside of the University control. With the newsletter, cannabis businesses can sponsor custom stories, advertise exclusive deals, and participate in our Baked Chips podcast. This work around allows us to approach business that we otherwise wouldn't have been able to tap into and offer them something exciting.

A specific success story from my time at CM Life so far was landing two new dispensaries that have recently opened. When in meetings with clients who aren't familiar with CM Life, one of the first things I do is walk them through all our multimedia offerings. From there we work together to craft a bundle that meets all their specific needs. By virtue of the similar nature of their businesses, many people would fall into the trap of making the same bundle twice. But I was able to see how different their messages are. With a combined value of more than \$15,000 these two clients are now also in talks to join the cannabis newsletter in the spring semester.

The lessons and experiences gained from working at CM Life have given me an understanding of what next steps I want to take after college. While working at an internship at an advertising agency over the summer, I realized many of the things they were teaching me were lessons I have already been exposed to through my experience at CM Life. An important lesson I have learned is in order for a campaign to be effective, a client's message needs to be consistent through all channels. After setting a clear goal with the client, you need to work with a team to make sure that message is coherent from every angle.

# Mason Turner Cover Letter



Another lesson I can be apply to my next job is diligence. The world of sales is certainly not for everyone, hearing the word no can be very discouraging. However, when you take it on the chin and finally hear the word yes, this job can be extremely rewarding. Working with purpose and diligence has given me a competitive edge which will set me apart from other people. The takeaways from working with CM Life are irreplaceable and certainly will help me as a enter the workforce.

Thank you again for your consideration for Best Sales Representative. It is a very humbling experience going up against so many other talented student media professionals, so I appreciate your time reading through my journey.

Sincerely,

*Mason Turner*

Mason Turner  
Account Team Manager

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- 7. 2023 Fall Housing Fair**
- 8. Awards and Recognition**



## Mason Turner

### Account Team Manager

#### CONTACT

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ADDRESS: 4346 Fountain Vw. Ct.

LINKEDIN: <https://shorturl.at/SV389>

PORTFOLIO: <https://shorturl.at/jBLRS>

#### EDUCATION

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##### CENTRAL MICHIGAN UNIVERSITY

Mount Pleasant, MI | May 2024

Bachelors of Journalism in Advertising

- Minors: Entrepreneurship and Multi Media Design
- GPA: 3.78

#### RELEVANT EXPERIENCE

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*Pursuing an entry level position in hopes to expand into a high level professional environment to fully utilize my training and skills in the Advertising world. Sociable and outgoing personality who is a natural leader.*

##### SMZ

Troy, MI | May 2023 – August 2023

Traffic Coordinator Intern

- Communicated with clients and worked side by side to insure their needs were being met.
- Directed out traffic for digital, out of home, radio, and television advertisements.
- Scheduled flight dates for social media advertisements to run across multiple platforms.
- Created estimates for clients, then sent out information for them to make informed decisions.
- Sat in on creative meetings, observing how an agency runs internally.

##### DICK'S SPORTING GOODS

Mount Pleasant, MI | Oct. 2022 – Current

Golf Associate

- Used customer relation skills to understand their needs then worked to repair golf clubs.

#### ADDITIONAL EXPERIENCE

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*Held positions across many different fields using skills such as customer relations, employee training, and creative problem solving. Graphic Design courses at CMU have helped me become proficient in Adobe Software such as Photoshop, InDesign, Illustrator.*

#### CAMPUS INVOLVEMENT

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*As a student at Central Michigan University one of my biggest goals is to be involved as much as possible on campus to further skills and partake in hobbies.*

##### CENTRAL MICHIGAN LIFE

Mount Pleasant, MI | Sep. 2022 – Current

Account Manager Team Leader

- Communicate with businesses around the Mount Pleasant area to understand their goals and intentions for their advertisements, then create advertising campaigns accordingly.
- Led members on the account management team to succeed in their role by answering questions, leading team meetings, accompanying members to client meetings, helping with creative direction, and encouraging team work.
- Assisted in creating a News Letter that is sent out people around the Mid-Michigan area.

##### SKI AND SNOWBOARD CLUB

Mount Pleasant, MI | Sep. 2021 – Current

President

- Oversee other member on the Eboard and help them with their positions. Such as, allocating funds, planning fundraisers, coordinating racing events, coordinating lodging, designing team jerseys, etc.
- Team Leader for all members, gave presentations about information pertaining to our season.

#### HONORS AND RECOGNITION

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- Awarded the Gold Level Merrit Scholarship: August 2020
- Deans List Multiple Semesters at CMU

# CM Life Account Manager Job Description

## Office Tasks

- Be present for designated office hours and monitor potential cold calls in order to bring in new business.
- Develop assessment reports to help other account strategists learn about past advertising patterns of their clients.
- Develop individualized advertisements and campaigns that can be pitched to clients to meet their specific goals.
- Schedule advertisements of multiple sizes and rates into different mediums and platforms.
- Organize and structure client reports and revenue earned to the Advertising Managers.

## Team Meetings

Account Managers must attend a weekly team meeting with their Advertising Manager, Assistant Manager and other Account Managers on their team. At this meeting we go over many topics including: Reviewing new offerings that are to be sold to clients, giving updates to the advertising manager on recent earned revenue, practicing teamwork through team building exercises, discussing sales techniques and strategizing ways to bring in clients, developing creative campaigns to enhance our clients message, and bringing awareness to office housekeeping items.

## Sales Meetings

At the end of the week the entire advertising staff has an office update to talk specific goals and objectives. This allows everyone to talk about situations as a whole and discuss advertisements sold for future publications or special sections. Other talking points include:

- Coordinating upcoming promotions and events from the Street Squad, Editorial Team, and Social Media Team.
- Presenting research on current trends and advertising related news.
- Situations related to advertising art and design.
- Practicing sales techniques through simulated client meetings.
- Celebrate successes for the week. Each person shares "Good News and Gratitude".

## Client Tasks

- Pitch campaigns to businesses in Mount Pleasant and the greater mid-Michigan area.
- Meet with clients regularly to discuss their goals for upcoming advertising and how we can cut through the clutter with their message.
- Review advertisements within their bundles, insuring nothing gets glossed over. If the client didn't run, discuss future opportunities.
- Maintain healthy client relationships with attentive customer service.
- Work closely with clients on specific artwork changes and gain approval for publication.
- Help clients promote events and solve certain problems related to their business with effective advertising strategies.



# Goals and Results October 2022 - December 2023

Going into this year, we knew that some of our accounts would be cutting back on running with us. For Soaring Eagle it was because we switch our amount of print runs. As for the CMU Departments, they wouldn't have as much money to allocate to advertising because of budget cuts. This made it imperative for us to go out and find new clients.

During the fall semester I was able to increase my total sales 128%. I was able to do this by getting United Apartments to regain some of their advertising budget and adding the two new cannabis companies. When joining the team as an Account Manager I thought by biggest strength was my creative ability. Although I am starting to realize my biggest asset is my way I'm able to connect with the client.

Ever since COVID, CM Life has been trying to grow the account list to be like it once was. Our great team this year has already surpassed our year goal halfway through the school year. I am so proud of the work that we have done so far and I hope to continue to grow to be where we once were.

CLIENT	23/24 \$\$\$	22/23 \$\$\$	21/22 \$\$\$	20/21 \$\$\$	19/20 \$\$\$	18/19 \$\$\$
Mt Pleasant Storage	0	485	0	0	0	0
CMU Honors Program	0	0	0	725	1,725.00	875
CMU Political Science	0	285	0	0	0	2690
CMU Psychology Department	275	0	0	0	275	562.5
UNITED APARTMENTS	26,400.00	18,000.00	29,500.00	25,750.00	60,300.00	60,000.00
DOZER'S DELI	390	500	0	0	0	0
HIGH SOCIETY CANNABIS	6,985.00	0	0	0	0	0
THE WOODS CANNABIS	6202.5	0	0	0	0	0
JUMP STATION	0	761.25	0	0	0	0
Saginaw Chippewa Indian Tribe	0	0	0	0	1,175.00	1975
Soaring Eagle Casino & Resort	11,400.00	14,275.00	13,530.00	2,700.00	12,690.00	11440
Soaring Eagle Waterpark	0	0	0	2,120.00	0	0
Sports Clips	0	420	0	0	450	562.5
<b>TOTALS:</b>	<b>44667.5</b>	<b>34726.25</b>	<b>43030</b>	<b>31295</b>	<b>76615</b>	<b>78105</b>
<b>GROWTH:</b>	<b>128.62%</b>					

# United Apartments 2023 Campaign



During the fall semester of 2023, we created a pumpkin carving contest to engage with the audience on social media platforms.

Once I was promoted to Account Team Manager, I was giving the responsibility of handling one of our biggest clients, United Apartments.

The bundle package for United is quite extensive and their advertisements run on multiple platforms including social media, print, digital, and out of home. This means I need to stay up to date with their schedule as to not miss any dates.

For their social media, I have helped create audience engaging campaigns such as the Pumpkin Carving Contest, Free Fridays, and Leasing Parties. These type of posts almost always see the most engagement and ROI.

**CMU'S HOME AWAY FROM HOME**

You are just steps (or stops) away from home!

<b>DEERFIELD VILLAGE</b> 3,048 Steps 4 Stops 2.3 mi	<b>WEST CAMPUS VILLAGE</b> 1,028 Steps 2 Stops 0.6 mi
<b>JAMESTOWN ARTS</b> 3,760 Steps 8 Stops 2 mi	<b>WESTPOINT VILLAGE</b> 2,820 Steps 3 Stops 1.5 mi
<b>UNION SQUARE</b> 2,632 Steps 8 Stops 1.4 mi	<b>YORKSHIRE COMMONS</b> 3,158 Steps 5 Stops 1.2 mi

**1-6 BEDROOM**  
Townhomes, Apartments, & Houses

- PET FRIENDLY
- FREE GYM MEMBERSHIP (SELECT PROPERTIES)
- FREE WIFI
- FREE SHUTTLE TO CAMPUS

**LIVING LOCAL SINCE 1963**

CMU APTS .COM 772 - 2222

Throughout the semester I also need to be in close contact with United to know what properties are open for leasing. I then create individualized posts for each property to encourage people to look at openings.

**OPEN LEASING**

2024/25

All the GREAT amenities:

- Free wifi (select properties)
- Free shuttle to campus (select properties)
- Pet friendly
- Free gym membership

**LIVING LOCAL SINCE 1963**

**4 & 5 BEDROOMS**

cmuapts.com 772-2222

Central Michigan's Campus has many bus shelters, which we design ads for. we created a bus shelter ad that spans multiple panels and created a social campaign to go along with it.

Aside from social, I also collaborated with our in house creative team to make a bus shelter design. Because of United's extensive list of properties, we wanted to emphasize how many steps and bus stops people are from campus.

**1004 S. Franklin Unit B**

- Next to Campus
- Free gym
- 3 bedrooms
- Washer/Dryer
- Pet Friendly

www.LiveWithUnited.com

**1004 S. Franklin**

- Close to Campus
- Free gym
- 3 bedrooms
- Free internet
- Pet Friendly

www.LiveWithUnited.com

United has been very pleased with the work that we have done for them this year and reiterates their appreciation at our biweekly meetings.

# High Society / The Woods 2023 Campaign



**H**  
HIGH SOCIETY

**NOW OPEN!**

**FREE WEED**  
TO ALL NEW CUSTOMERS

**10% OFF**  
STUDENT DISCOUNT

SCAN HERE

to see Our Menu

**BEST VARIETY OUNCES!**

HOURS: Mon-Sun: 9am-9pm  
317 N. Mission St. 989-317-0290

For use by individuals 21 years of age or older only. Keep out of reach of children. It is illegal to drive a motor vehicle while under the influence of marijuana. National Poison Control Center 1-800-222-1222



**THE WOODS+**

**COMING SOON**  
TO MT. PLEASANT

SCAN HERE!

FOR USE BY INDIVIDUALS 21 YEARS OF AGE OR OLDER ONLY. KEEP OUT OF REACH OF CHILDREN. IT IS ILLEGAL TO DRIVE A MOTOR VEHICLE WHILE UNDER THE INFLUENCE OF MARIJUANA. NATIONAL POISON CONTROL CENTER 1-800-222-1222

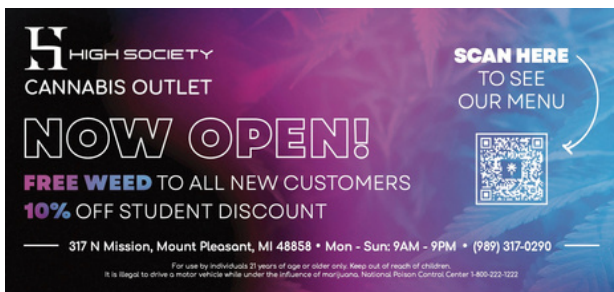
With the boom of the cannabis industry across Michigan, Mount Pleasant has seen the opening of many new dispensaries within the past year.

Both High Society and The Woods have stores around our state and recently opened their doors to CMU students and locals alike.

While the bundles for the two businesses have many similar elements, it's important to listen to their individual message and overall theme.

After multiple meeting with their marketing team and our design team we were able to come up with two bus shelters that highlight each of their unique voices.

With both bundles having a combined value of more than \$15,000, there is still much more work to be done for these two new clients.



**H** HIGH SOCIETY  
CANNABIS OUTLET

**NOW OPEN!**

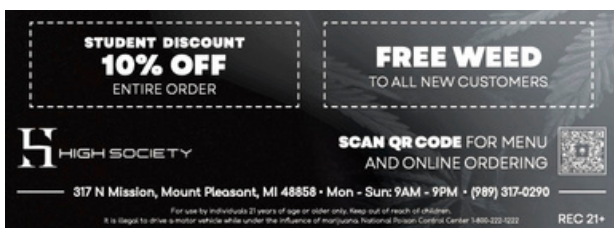
**FREE WEED** TO ALL NEW CUSTOMERS  
**10% OFF** STUDENT DISCOUNT

SCAN HERE TO SEE OUR MENU

317 N Mission, Mount Pleasant, MI 48858 • Mon - Sun: 9AM - 9PM • (989) 317-0290

For use by individuals 21 years of age or older only. Keep out of reach of children. It is illegal to drive a motor vehicle while under the influence of marijuana. National Poison Control Center 1-800-222-1222

For High Society, I was able to pitch and sell them our Campus Cash Gold Card. This special section advertisement allows the client to insert exclusive deals and highlight reasons why people should stop in their store.



**STUDENT DISCOUNT**  
**10% OFF**  
ENTIRE ORDER

**FREE WEED**  
TO ALL NEW CUSTOMERS

SCAN QR CODE FOR MENU AND ONLINE ORDERING

**H** HIGH SOCIETY

317 N Mission, Mount Pleasant, MI 48858 • Mon - Sun: 9AM - 9PM • (989) 317-0290

For use by individuals 21 years of age or older only. Keep out of reach of children. It is illegal to drive a motor vehicle while under the influence of marijuana. National Poison Control Center 1-800-222-1222

REC 21+

The Woods choose to run advertisement on our website to create buzz for their grand opening. For their campaign our team kept some of the messaging ambiguous which gives them an interesting voice in such an oversaturated market.



**THE WOODS+**

**COMING SOON**  
TO  
MT. PLEASANT

# Fall Semester 2023 Housing Fair



At Central Michigan Life, we have an extensive list of apartment complex clients. For this reason, we hold a housing fair each semester to show students all the options they have in town.

For the Fall 2023 Housing Fair the theme was Barbie Dream House. We have found that when our Housing Fair's have exciting themes like this, we have an increase in engagement.

On social media leading up to the event, we created posts inspired by the movie and toys.

As part of the campaign, we also took to the streets to get more people aware of the upcoming fair who didn't see our posts on social media. We created a life sized Barbie box and brought it to multiple locations on campus.

We then encouraged people to take pictures in the box, follow us on instagram, and post the picture on their story. If they did all three things they would be entered in to win a giveaway.

This campaign was very successful because of the way we disguised the advertisements in the form of a giveaway. While it was a great opportunity for students to get a little extra cash, it also made them post our event on their stories. A win-win!

It was very interesting to think of out of the box ways to get people interested in our event -- no pun intended.



As we moved the box around campus, we created social media videos to build awareness. There was also multiple people who stopped us to ask questions... and plenty of weird looks.



# Awards and Recognition

Each month our team gives our individual awards in various categories based on performance goals, and overall contribution to the team effort. October turned out to be a very productive month for the office, it was also when we were able to land the two new cannabis dispensaries in town. These awards are very special to me being I know how hard everyone else on our team works.



OCTOBER 2023

## TEAM SPIRIT AWARD

is presented to

# MASON TURNER

"Advertising is full of great thinkers. This is a powerful industry and does a lot more than we take credit for." - David Droga

*Kathleen Simon*  
KATHY SIMON  
Assistant Director

*Rachel Kidder*  
RACHEL KIDDER  
Advertising Manager



OCTOBER 2023

## BEST CREATIVE IDEA

is presented to

# MASON TURNER

"Advertising is full of great thinkers. This is a powerful industry and does a lot more than we take credit for." - David Droga

*Kathleen Simon*  
KATHY SIMON  
Assistant Director

*Rachel Kidder*  
RACHEL KIDDER  
Advertising Manager



OCTOBER 2023

## BEST SALES PITCH

is presented to

# MASON TURNER

"Advertising is full of great thinkers. This is a powerful industry and does a lot more than we take credit for." - David Droga

*Kathleen Simon*  
KATHY SIMON  
Assistant Director

*Rachel Kidder*  
RACHEL KIDDER  
Advertising Manager



OCTOBER 2023

## ACCOUNT MANAGER OF THE MONTH

is presented to

# MASON TURNER

"Advertising is full of great thinkers. This is a powerful industry and does a lot more than we take credit for." - David Droga

*Kathleen Simon*  
KATHY SIMON  
Assistant Director

*Rachel Kidder*  
RACHEL KIDDER  
Advertising Manager