



PEPPERDINE
GRAPHIC
MEDIA



SAHEJ BHASIN

ADVERTISING DIRECTOR
BUSINESS DIRECTOR

2023



Cover Letter

To Whom it May Concern,

As I complete my collegiate career, I am truly grateful to have served as the Advertising and Business Director for Pepperdine Graphic Media, Pepperdine University's esteemed news organization. This experience has not only broadened my perspective on the importance of student media in universities around the world, but it's also provided me the necessary skillset to succeed in my future endeavors.

Pepperdine Graphic Media aims to inform and entertain its audience through unique content published through a variety of publications. With over a million impressions per year across these platforms, the advertising department is a critical component to the publication's success. The organization's values have been critical in shaping me to be the leader that I am today, conquering numerous obstacles across organizations such as the Pepperdine Indian Student Association, Delta Sigma Pi Professional Business Fraternity, and UBS Financial Services.

As an advertising representative for student media, I learned about the importance of fostering new relationships throughout the Malibu community and maintaining them to benefit others around me. I sold ads to all types of clients, such as small businesses owners, billionaire developers, multinational corporations, and various departments at Pepperdine University. Regardless of who my client was, I took the time to understand their business and the goals they are aiming to achieve. I also was eager to solicit clients from a variety of industries, thus furthering my interest in different fields and meeting new professionals within in the commercial world. Overall, the skills I've learned as an advertising representative are fundamental to fulfill my dreams as an aspiring financial advisor who supports clients of all backgrounds.

Coming from a family with a broad sales background in the real estate and jewelry industries my motivation stems from the desire to go above and beyond for my clients and peers. The most significant satisfaction that I receive is when my clients accomplish their goals of outreaching to students at Pepperdine. I focused my outreach initiatives on businesses that would generate value from advertising in our organization, emphasizing how Pepperdine students can benefit from their products or services. Through thousands of cold calls and emails, I successfully reached out to dozens of new clients this fiscal year. and my total revenue was the higher than the last two years since I started as advertising director.

In addition to selling more ad space than previous years, I also assumed the role as Business Director for Pepperdine Graphic Media. This role was responsible for organizing large events to broaden the organization's outreach to the Pepperdine community, created detailed analytics charts that reflected the performance of our organization's platforms and utilized such charts to recommend new strategies to uplift the organization. Serving in this role was truly rewarding, as it coincided well with my role as advertising director required me to observe the performance of my clients' advertisements and make strategic recommendations on future purchases.

Without the award winning content that our publication produces every year, there would be no desire for our clients to advertise in our publication. I am heavily involved at Pepperdine serving in executive positions across multiple organizations, but my serving as Pepperdine Graphic Media's Advertising Director is the most rewarding. My time with this organization has allowed me to learn valuable skills revolving around sales, networking, and marketing that can be applied to my current and future career as a financial advisor serving ultra-high net worth clients around the world.

Thank you for your time and consideration,

Sahej Bhasin



Sahej Bhasin

sahej.bhasin@pepperdine.edu | (818) 359-5175 | LinkedIn: [sahej-bhasin](#)

Education and Certification

Pepperdine University, Malibu CA

Aug. 2019 to Apr. 2023

Bachelor of Science in Business Administration, Minor in Marketing

- GPA: 3.5/4.0
- **Awards:** Los Angeles Philanthropic Foundation Scholarship, Associated Collegiate Press, Student Employee of the Year 2021-22: Excellence in Leadership, Bowers, Davis, and Todd Award for Leadership in Diversity and Inclusive Excellence
- **Relevant Coursework:** Legal and Regulatory Environment of Business, Managerial Economics, Business Computing Systems, Linear Probability and Statistics, Financial Management, Intercultural Communications, Operations Management
- **Activities:** WavePool: Student Investment Club, Pepperdine Graphic Media, Microfinance Club, Intercultural Affairs, Business Administration Division: Student Advisory Council, Pepperdine Ambassadors Council

FINRA

Securities Industry Essentials (SIE) Certification (in progress)

Expected: Jun. 2023

Professional Experiences

UBS Financial Services Inc., Sherman Oaks, CA

Global Wealth Management Summer Intern

Jun. 2022 to Aug. 2022

- Worked alongside a Branch Manager Financial Advisor in a \$30 million revenue producing business
- Observed financial advisors and comprehensive plans for Ultra-High Net Worth clients, inputting data in MoneyGuidePro
- Researched various investment solutions for clients, including Opportunity Zones, alternative investments (hedge funds + private equity) and various asset management solutions
- Implemented marketing strategies to recruit new financial advisors and clients to the firm

Pepperdine Graphic Media, Pepperdine University, Malibu, CA

Director of Advertising Sales

Dec. 2020 to Apr. 2023

- Surpassed revenue goals with over \$100K from 2021-23 advertisement revenue across digital and print publications
- Increased revenue by 119% from FY20-21 to FY21-22 with a 48% new client base
- Consulted with businesses on marketing strategies to raise awareness of their operations, increasing sales by over 50%
- Voted #3 "Best Advertising Sales Representative" in the U.S. at the Associated Collegiate Press' college media convention

Business Director

Apr. 2022 to Apr. 2023

- Strategized on increasing audience engagement, ad sales and awareness of publication across surrounding communities
- Conducted weekly data analytics presentations to show engagement performance across print publications and websites
- Implemented news literacy practices and established efficient strategies to promote the organization

Pepperdine Engagement Call Center, Pepperdine University, Malibu, CA

Associate Supervisor

Dec. 2019 to Aug. 2022

- Worked with colleagues on matters concerning 100K+ prospects and their confidential information
- Trained and administered call center operations with 50+ employees
- Designed new websites and calling scripts as guides for training new employees

Student Development Officer

Sept. 2019 to Dec. 2019

- Raised over \$50K in alumni contributions through cold-calling fundraising initiatives by establishing rapport with prospects to hear experience and inquire about donations
- Assisted prospects with processing donations to university-led initiatives

Leadership and Community Involvement

Indian Student Association

President

Apr. 2022 to Apr. 2023

- Coordinated initiatives to promote South Asian culture at the university and oversaw several committees to ensure weekly responsibilities were being met
- Budgeted thousands of dollars for events with over 250+ attendees and various vendors

Vice President

Feb. 2020 to Apr. 2022

- Organized large-scale events including the Diwali Festival of Lights Celebration and Holi Festival of Colors Celebration
- Awarded "Organization of the Year" for 2021-22 by the university's Resilience-Informed Skills Education (RISE) program

Delta Sigma Pi Professional Business Fraternity

Nov. 2022 to Apr. 2023

Vice President of Professional Activities

- Recruited professional speakers to share career advice to 75+ fraternity members
- Hosted free resume workshops and professionalism seminars to enhance member success with career opportunities

Skills

Computer: Google Suite Applications, Microsoft Word, PowerPoint, Excel, Outlook, QuickBooks, R Studio Statistical Software (Basic), Google Sites, QuickBooks, Canva, RNL Engage Calling Software, MoneyGuidePro

Language: Spanish (Limited Working Proficiency), Hindi (Elementary Proficiency), Punjabi (Elementary Proficiency)

Overall Revenue from FY21-FY23

Sales by Customer Summary

January 1, 2021 - May 21, 2023

	TOTAL
Calamigos	2,600.00
College Men Movers	800.00
D'Amores Pizza	0.00
DJAsap	2,880.00
Emily McCandless	2,820.00
Full House Restaurant Group LLC	2,125.00
Getty Communications	850.00
Huntridge LLC	100.00
Innovative Collegiate Consultants, Inc.	1,717.00
Kecia Heinz Studio	977.50
Lisa Precious	150.00
Lisa Smith Wengler Center for the Arts	2,750.00
Malibu In Sight	14,562.50
Malibu Super Lash Spa	825.00
MediaMate	400.00
Mission Lean	320.00
Office of Community Engagement and Service	3,619.50
Pepperdine Dining Services	2,400.00
Pepperdine Graziadio Business School	7,335.00
Pepperdine Integrated Marketing	500.00
Pepperdine Intercultural Affairs	3,990.00
Pepperdine Libraries	190.00
Pepperdine RISE Program	2,230.00
Pepperdine Student Affairs	3,360.00
Pepperdine University - Office of the Provost	6,030.00
Salon Nuuvo	100.00
Santa Monica College	4,576.00
Seaver Career Center	3,300.00
Steve Soboroff	3,750.00
Straus Insitute of Dispute Resolution	1,305.00
Student Activities	440.00
Sugaring NYC - Calabasas	750.00
University Credit Union	20,485.00
William Carey International University	900.00
William Raffin Realty	100.00
TOTAL	\$99,237.50

Total Revenue from FY22-23

Sales by Customer Summary

August 1, 2022 - May 21, 2023

	TOTAL
Calamigos	2,500.00
College Men Movers	800.00
DJAsap	2,880.00
Emily McCandless	2,820.00
Full House Restaurant Group LLC	2,125.00
Getty Communications	850.00
Lisa Smith Wengler Center for the Arts	1,900.00
Malibu In Sight	8,085.00
Malibu Super Lash Spa	285.00
Office of Community Engagement and Service	650.00
Pepperdine Graziadio Business School	3,278.00
Pepperdine Intercultural Affairs	2,600.00
Pepperdine Libraries	90.00
Pepperdine RISE Program	270.00
Pepperdine Student Affairs	3,360.00
Pepperdine University - Office of the Provost	2,100.00
Salon Nuuvo	100.00
Santa Monica College	2,696.00
Seaver Career Center	1,870.00
Steve Soboroff	2,750.00
Sugaring NYC - Calabasas	750.00
University Credit Union	7,125.00
TOTAL	\$49,884.00

Percentage of New First Time Clients from May 2022 to May 2023: 35%

Total Percent Increase in Sales from FY21-22 to FY22-23: 23.37%

Total Revenue by Product from FY22-23

Sales by Product/Service Summary

May 31, 2022 - May 22, 2023

	QUANTITY	TOTAL		AVG PRICE
		AMOUNT	% OF SALES	
Currents Magazine - Full Page Ad	1.00	900.00	1.80 %	900.00
Front Page Ad	4.00	2,400.00	4.81 %	600.00
Front Page Print Ad - Malibu Cross Creek	5.00	2,750.00	5.51 %	550.00
Exclusive Full Page Black and White - Print	1.00	900.00	1.80 %	900.00
Full Page Color - Print	17.00	20,400.00	40.89 %	1,200.00
Half Page Black and White - Print	7.00	4,200.00	8.42 %	600.00
Half Page Color - Print	11.00	9,350.00	18.74 %	850.00
Instagram Post + Story	56.00	5,600.00	11.23 %	100.00
Magazine Full Page Color Ad - Print	1.00	900.00	1.80 %	900.00
Online Article Banner - Website	5.00	1,250.00	2.51 %	250.00
Online Homepage Banner - Website	19.00	9,500.00	19.04 %	500.00
Online Sidebar Banner - Website	12.00	5,040.00	10.10 %	420.00
Pixel Email Newsletter	8.00	2,000.00	4.01 %	250.00
Sales	3.00	300.00	0.60 %	100.00
Not Specified	-40,630.00	-15,606.00	-31.28 %	0.3841004
TOTAL		\$49,884.00	100.00 %	

Semester Analytics Reports

As Business Director, I created analytics reports that highlighted the performance of our website, email newsletter, and Instagram. This was not only useful for identifying strategies to support the organization internally, but it also helped in selling advertisements to clients.

WEBSITE ANALYTICS (FALL 2022)

FALL 2022 SEMESTER

	Total Page Views	Total Visitors	New Visitors	Engaged Minutes	Desktop Views	Mobile Views	Tablet Views	Views Coming from Social	Top NEW Post!
8/23 - 8/28	11,231	7,436	6,687	8,235	4,058	7,058	115	658	New to the 'Bu: Learn to Live Like a Local by Kaela Hockman and Jackie Lopez in Life&Arts
8/29 - 9/5	12,535	8,688	7,798	9,542	4,768	7,676	91	708	Waves Respond to Pressure with 4-0 Win over SDSU by Alec Matulka in Sports
9/5 - 9/12	12,978	8,565	7,681	10,000	6,002	6,863	113	373	Super Bowl and Division Championship Predictions 2022-2023 by Joseh Heinemann
9/12 - 9/19	14,818	9,691	8,497	13,000	6,673	7,991	154	859	Honoring Will Noland: A Light to Everyone He Met by Abby Wilt
9/19 - 9/26	13,504	8,955	7,828	11,000	6,780	6,602	122	591	You Can't Really Go Wrong: Students Share Abroad Experiences at The Return by Sam Torre
9/26 - 10/3	14,137	9,167	8,038	14,000	7,231	6,806	100	623	Hub 2.0: Pepperdine Sees Changes in the Hub for Spiritual Life by Abby Wilt
10/3 - 10/10	15,842	10,000	8,717	17,000	7,450	8,241	151	1,392	Letter to the Editor: Responding to Hub 2.0 Story by Sara Barton
10/10 - 10/17	17,511	11,000	9,550	17,000	8,396	8,906	209	1,742	Update: Olivia Robinson Resigns from the Hub for Spiritual Life by Abby Wilt
10/17 - 10/24	15,593	10,000	9,159	13,000	7,933	7,488	172	514	UPDATE: Suspicious Person on Calabasas Campus in Custody by Sam Torre
10/24 - 10/31	10,608	6,936	6,099	9,916	5,860	4,647	101	188	PGM Special Edition: Climate Change
10/31 - 11/7	10,712	6,693	5,867	9,708	6,043	4,592	77	339	Gash Announces University Updates in November President's Briefing by Sam Torre
11/7 - 11/14	14,761	8,875	7,756	13,000	7,786	6,854	121	665	Malibu November 2022 Election Coverage by Sam Torre
11/14 - 11/21	11,869	7,998	7,062	10,000	6,473	5,305	91	362	Pepperdine Plans for Japan International Program by Terra Hernandez
11/21 - 11/28	10,392	7,804	7,085	8,717	4,798	5,522	72	359	Pepperdine Heightens Security Measures by Sam Torre
11/28 - 12/5	11,738	8,075	7,259	10,000	6,385	5,249	104	506	Blood of a Slave, Heart of a King: Implications from the Kingdom of Haiti by Dr. Howard Jean-Denis
12/5 - 12/12	13,974	9,904	8,994	13,000	6,800	7,044	130	171	Choosing to Heal: Students' Relationships with Body Image by Sam Torre
12/12 - 12/19	12,980	9,216	8,385	11,000	5,438	7,391	151	334	OMG, What's Your Enneagram? by Alec Matulka
Average	13,246.1	8,764.9	7,791.9	11,595.2	6,404.4	6,719.7	122.0	610.8	

Growth Over Time

INSTAGRAM ANALYTICS (FALL 2022)

FALL 2022 SEMESTER

	Impressions	Accounts Reached	Profile Visits	Website Taps	Followers	Shares	Likes
8/22 - 8/28	36,840	2,511	1,309	407	2,803	271	1,557
8/29 - 9/5	37,561	2,780	991	264	2,803	124	1,662
9/5 - 9/12	22,844	2,637	566	95	2,802	38	706
9/12 - 9/19	39,253	4,046	1,430	450	2,823	300	1,712
9/19 - 9/26	37,421	3,815	976	186	2,837	179	1,586
9/26 - 10/3	39,940	2,753	931	216	2,853	110	1,415
10/3 - 10/10	36,661	3,081	1,032	321	2,853	98	1,113
10/10 - 10/17	36,155	3,264	1,217	363	2,860	177	1,520
10/17 - 10/24	36,717	3,164	1,058	190	2,871	140	1,425
10/24 - 10/31	28,135	2,487	566	82	2,872	53	1,060
10/31 - 11/7	37,957	3,690	1,069	395	2,879	153	1,945
11/7 - 11/14	54,403	5,430	1,603	582	2,880	159	2,640
11/14 - 11/21	21,802	2,559	390	71	2,885	30	841
11/21 - 11/28	17,152	2,738	438	96	2,889	155	725
11/28 - 12/5	9,835	2,216	268	31	2,889	41	264
12/5 - 12/12	11,853	2,867	538	120	2,889	95	761
12/12 - 12/19	19,154	2,497	369	68	2,889	50	1,259
Average	30804.88	3090.29	867.71	231.59	2857.47	127.82	1305.35
Total	523,683	52,535	14,751	3937	28,574	2,173	22,191

Growth Over Time

Print Advertisement Examples

These are a few examples of past advertisements that were ran in our print publications this year

Malibu In Sight Malibu, CA



Ad Type:
Full Page Color Print
Client Total Ad Spend:
\$14,562.50

- Ad Designed by Pepperdine Graphic Media Design Team

Lotus Dim Sum House Santa Monica, CA

Ad Type:
Full Page Color Print
Client Total Ad Spend:
\$2,125



Graziadio Business School Malibu, CA



Ad Type:
Half Page Color Print
Client Total Ad Spend: \$7,335

Santa Monica College Santa Monica, CA

Ad Type:
Half Page Color Print
Client Total Ad Spend: \$4,576

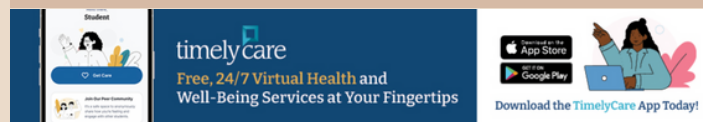


Soboroff Group Los Angeles, CA



Ad Type:
Front Page Color Print
Client Total Ad Spend: \$3,750

TimelyCare App



Ad Type:
Front Page Color Print
Client Total Ad Spend: \$3,360

Print Advertisement Examples

These are a few examples of past advertisements that were ran in our digital platforms

9X Gym by APN

Malibu, CA



Ad Type: Instagram Post + Story
Client Total Ad Spend: \$2,820

Sugaring NYC

Calabasas, CA

Ad Type: Instagram Post + Story
Client Total Ad Spend: \$2,125



Pepperdine Office of the Provost

Malibu, CA



Ad Type: Pixel Email Newsletter
Client Total Ad Spend: \$6,030

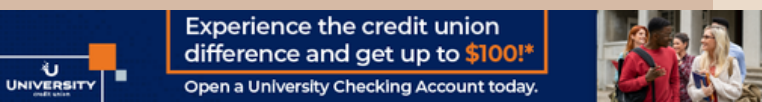
Straus Institute for Dispute Resolution

Malibu, CA

Ad Type: Pixel Email Newsletter
Client Total Ad Spend: \$1,305



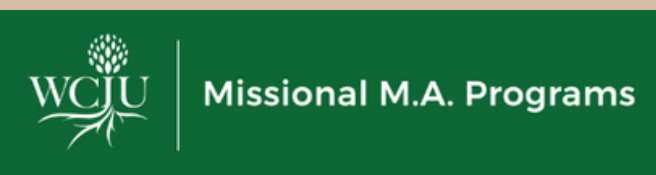
University Credit Union



Ad Type: Website Homepage Banner
Client Total Ad Spend: \$20,485

William Carey International University

Pasadena, CA



Ad Type: Website Article Banner
Client Total Ad Spend: \$900

Innovative Collegiate Consultants

Ad Type: Website Sidebar Banner
Client Total Ad Spend: \$1,717

- Ad Designed by Pepperdine Graphic Media Design Team



* all total client ad spend based on total sales from FY21-23, not just including specific ads mentioned above

Awards/Recognition

Bowers, Davis, and Todd Award for Leadership in Diversity and Inclusive Excellence



This is a prestigious award on behalf of the late Dr. Calvin Bowers, Dr. Jennings Davis, and Dr. Grace Lucile Todd (posthumously) - the award recognizes two graduating seniors, a female and male, who demonstrate an active commitment to advancing institutional diversity and inclusive excellence at Seaver College. This award is presented to the selected students at the university's annual LOQUI multicultural ceremony.

[Featured in Pepperdine University's Seaver Newsroom](#)

Associated Collegiate Press Awards

- Spring 2022 "Best of Show" - Best Advertising Representative, *Third Place (2022)*
- Spring 2022 "Best of Show" - Best Advertisement Design, Malibu In Sight - *First Place (2022)*
- Spring 2021 "Best of Show" - Best Media Kit, *Honorable Mention (2022)*
- Fall 2021 Pacemaker Awards - Advertisement of the Year: Rate Card, *Third Place (2021)*

Pepperdine Student Employee of the Year Awards* 2021-22 - Excellence in Leadership

Pepperdine University's Student Employee of the Year Awards' "Excellence in Leadership" Award recognizes student employees who have served as leaders in their community. It recognizes students who work rigorously in team settings to benefit the departments they serve in as well as the greater Malibu Community.



* First student in the history of the awards ceremony to be nominated for an award two times for two on campus jobs

Pepperdine Graphic Media Awards

- Advertising Excellence Award, 2020-2021
- Advertising Excellence Award, 2021-2022
- Advertising Excellence Award, 2022-2023
- Outstanding Achievement Award, 2022-2023

Dec. 13, 2023

**Associated Collegiate Press
Pacemaker Selection Committee/Judges
Best Advertising Sales Representative
Letter of Recommendation
RE: Sahej Bhasin**

To Whom it May Concern,

I am thrilled to recommend Sahej Bhasin as a candidate for Best Advertising Sales Representative in the Associated Collegiate Press Individual Awards categories. Sahej single-handedly resurrected our local advertising sales after some of the most challenging years in the history of Pepperdine Graphic Media. He is— without doubt or hesitation— a worthy candidate for this award and a notable member of college media as a whole.

Sahej began working in our Advertising Department in spring 2021. During that time, we had almost no local ad clients as a result of shuttered businesses in the California COVID-19 closures. Despite such a challenging environment, Sahej returned to our ad department this school year. Joined only by a marketing director, Sahej worked as our only advertising sales rep and our advertising director. Alone, he reconstructed a local client list, sought out campus partners, collaborated with the Malibu Chamber of Commerce and fortified our relationship with national clients.

In his first year in ad sales, Sahej achieve his ad sales goals and worked—tirelessly, truly— to make sure PGM was a notable contender for every possible client in our greater area (Malibu, Santa Monica, Agoura Hills and Calabasas). In his second year as ad sales, Sahej pushed even harder to connect our organization with more local businesses and to establish long-lasting partnerships. PGM has had excellent ad sales representatives in the past but Sahej is the best, without a doubt.

In addition to his work with PGM, Sahej excelled as a student who is seeking to elevate our student clubs on campus that help to highlight diversity. As a president of the Indian Student Association, Sahej invites the entire campus community to celebrate Diwali and the Holi Festival. He is an excellent student who brings his entire experience to his work with PGM.

One of the elements that I have always admired about the ACP's awards is that quality of work is truly recognized despite the size of a program. Sahej Bhasin has almost single-handedly run PGM's Advertising Department for the past year. And despite a small surrounding market and

limited resources, Sahej Bhasin has broken all of our previous ad sales records, vigorously renewed our local client-base and has created a renewed prominence in our local community as our campus has returned to in-person following California COVID-closures. I am grateful for this award, in particular, and the opportunity it provides to nominate such a notable candidate.

Please don't hesitate to contact me, should you have any further questions.

Sincerely,

A handwritten signature in black ink that reads "Elizabeth Smith". The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

Elizabeth Smith, EdD
Director, Adviser of Pepperdine Graphic Media
Associate Professor of Communication
Pepperdine University
Elizabeth.smith@pepperdine.edu
(310) 506-4568