

Nathan Hailu
828 W. Harwood Road
Hurst, TX 76054

To Whom It May Concern,

My name is Nathan Hailu, and I am a college student at Tarrant County College. Since April 2022, I have held the position of Advertising Coordinator at The Collegian newspaper. While I was not initially applying for the position that I now fill, I soon came to enjoy it and made the position my own. I was initially under the impression that I would work as a paperboy, or other manual task given my lack of experience in journalism and design. With that in mind, you can imagine my surprise when I realized that I would be taking on the entirety of the newspaper's marketing, advertising and sales work. Even so, I decided that I would do my best and take advantage of this opportunity. Since then, it has been a long road with many bumps and bruises gained along the way, but I have come out the other side a more learned and experienced person.

My time working as an advertising representative has deepened my understanding of business, marketing and communications from working with potential clients to creating insertion orders and wrapping my head around ad impressions. It was rough getting used to these tasks at the beginning, but I can confidently say that I now feel skilled and knowledgeable about the field. Working with our team in the newsroom has also taught me many valuable skills and has deepened my knowledge and appreciation for all that goes on to create a newspaper. From the brainstorming down to the design process, the intricacies that go into creating a noteworthy newspaper are nothing to scoff at.

In my time as the advertising coordinator, I have not only worked with clients to garner \$46,876.71 over the last year and a half, but I have also worked with our partner Flytedesk to implement new forms of advertising in out-of-home poster placement on our news racks, of which 25 have been placed across the five TCC campuses. Through them, I will continue to have a significant financial impact in the value they bring in for the publication. There have been many times when I felt like I was in over my head, but I just try to remember to take things one day at a time and remember that the sun will still come up in the morning.

While I did not have the most conventional start, I have made an impact not only on my newspaper but my community through my work. The experience I have gained working with our team, clients and advertising gave me skills that are universally valuable assets going into any workplace, and I am incredibly grateful for the opportunity that I was given.

Sincerely,
Nathan Hailu

THE COLLEGIAN

SERVING THE TARRANT COUNTY COLLEGE DISTRICT

December 14, 2023

To ACP Advertising Award Judges:

It's not too much of an overstatement to say when it comes to The Collegian, Nathan Hailu has been its savior.

Like every college media outlet, the pandemic halted our ability to advertise effectively, and our revenue plummeted. Nathan came into our offices looking for a job last year, and at first, I'm not sure he knew what he was getting into.

But he was curious and persistent. He figured out who our old clients were and reconnected with them. He also understood that for a community college district that served a large urban area, a big market would be four-year universities looking for transfer students, and he proceeded to bring them onboard. He also leveraged a new affiliation with Flytedesk to maximize its potential with advertising on our new email newsletter, and he managed to secure new newspaper racks from them along with posters from companies that bring in additional revenue.

In August, Nathan and I set a goal to bring in \$20,000 of advertising revenue for the 2023-24 academic year. We set that with some trepidation as we hadn't achieved that figure for the past four years. I needn't have worried. He exceeded that goal in December.

Apart from his record, Nathan is also the kind of guy you root for. He's soft-spoken but determined. He's friendly and has great respect in the newsroom even though he's the only advertising student in a sea of journalism students. When he said he was transferring in the spring to the University of North Texas, everyone in the newsroom tried to get him to stay.

Nathan is a special person whose work has meant a great deal to The Collegian. I would wholeheartedly recommend him for an ACP Advertising Award.

Sincerely,



Chris Whitley
Director of Student Publications, Tarrant County College
Former President, College Media Association

Nathan Hailu

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WORK EXPERIENCE

The Collegian

April 2022 – Present

Advertising Coordinator

Hurst, TX

- Position requires completing the marketing, advertising, and sales, for The Collegian newspaper at Tarrant County College.
- Coordination with clients and our team to ensure the smooth execution of campaigns.
- Working with excel and databases to organize and implement advertising campaigns across the entirety of the publication process.
- Working with advertisers to ensure The Collegian reaches the necessary profit margins for the fiscal year.

Whataburger

Dec. 2019 – Aug. 2021

Team Member

Euless,

TX

- Collaborated with staff to ensure smooth restaurant operations, encompassing customer service, cleanliness, food preparation, and inventory management.
- Multitasked across customer service, cleaning, cooking, and stocking, contributing to a seamless dining experience alongside colleagues and managers.

EDUCATION

Tarrant County College

May 2023

AAS, Information Technology: Programming

Hurst, TX

- *Inclusion in Phi Theta Kappa*

Harmony Science Academy Euless

May 2021

High School Diploma

Euless, TX

- *Inclusion in National Honor Society*

SKILLS

- **Skills:** Strategic planning, programming, marketing, sales, advertising, web development, application development, project management.

Advertisers	Spending	% Change
Texas Womans University	\$9,010.46	184.018% increase
Veterans Affairs North Texas Healthcare System	\$1,395.00	New
Trinity Metro	\$9,985.00	439.73%increase
Planned Parenthood	\$400.00	New
Zipzone	\$1,500.00	New
Edufest	\$315.00	New
Melody Acres Stables	\$22.00	New
Hotel Drover	\$650.00	New
Grand Prairie Memorial Library	\$176.00	New
Adobe	\$320.00	New
Quizlet	\$1,484.00	20.1807%decrease
Educate Enhance	\$24.00	New
Tarleton State University	\$3,240.25	New
Uber Eats	\$1,500.00	New

Spring 2024

Advertisers	Spending	% Change
Tarleton State University	\$6,200.00	New
Texas A&M West	\$2,160.00	New
University of Texas at Dallas	\$8,515.00	New

Total	% Change
\$46,896.71	488.661% increase

Examples

I manage all our clients through the Flytedesk platform, utilizing its features to create detailed customer profiles to keep track of our clients, manage the entirety of campaigns and ensure creatives are received in a timely manner. I also work with Flytedesk on projects to create new forms of advertising for local and national clients and create and track insertion orders, invoicing and impressions. Along with this, I use spreadsheets as an additional tool for data visualization and analysis. Through Excel, I create run sheets and data tables for all the publication's marketing needs. In all, through a use of digital analysis, data organization tools and thorough marketing and communication skills, I have shown the necessary skill and dedication that is needed for the position of an advertising representative.

Status	Run Date(s)	ID	Rep	Customer	Ad Details	Fulfillment	Creative	Notes	Action
Verified	09/23/2022	RO-22664 Suicide Prevention Month	Nathan Hallu	Veteran Affairs North Texas Health Care System(12600) Suicide Prevention Month	Email E-Newsletter Standard E-Newsletter E-Newsletter Banner, Top Banner Ad #A-59637 SKU: E-E-SE-EB-TB-728931	E-Newsletter Ad Due On 09/18/2022	 View Creative Creative Phase:		
Verified	09/09/2022	RO-22664 Suicide Prevention Month	Nathan Hallu	Veteran Affairs North Texas Health Care System(12600) Suicide Prevention Month	Email E-Newsletter Standard E-Newsletter E-Newsletter Banner, Top Banner Ad #A-59638 SKU: E-E-SE-EB-TB-728931	E-Newsletter Ad Due On 09/04/2022	 View Creative Creative Phase:		
Verified	09/16/2022	RO-22664 Suicide Prevention Month	Nathan Hallu	Veteran Affairs North Texas Health Care System(12600) Suicide Prevention Month	Email E-Newsletter Standard E-Newsletter E-Newsletter Banner, Top Banner Ad #A-59639 SKU: E-E-SE-EB-TB-728931	E-Newsletter Ad Due On 09/11/2022	 View Creative Creative Phase:		
Verified	09/14/2022	RO-22664 Suicide Prevention Month	Nathan Hallu	Veteran Affairs North Texas Health Care System(12600) Suicide Prevention Month	Print Newspaper Standard Edition Quarter Page, Basic Quarter-Page Ad #A-59640 SKU: P-N-SE-QP-BQ-4811-PC	Newspaper Ad Due On 09/09/2022	 View Creative Creative Phase:		

Figure 1- Flytedesk Orders Tab

Communication:

I maintain consistent communication with clients, keeping them informed of progress, addressing problems as they come, and ensuring that responses are sent in a manner that exceeds expectations. An example of this is when I was working to get Tarleton State University in our

publication. It took multiple attempts of re-opening the conversation over the course of six months, but eventually they agreed to a \$9,000 contract over the course of this year through my persistence and continuous engagement with the client.

Description	Date	Quantity	Amount
Ad: #A-85447 Print Newspaper Standard Edition Quarter Page Basic Quarter-Page	02/21/2024	1 Orders	\$227.50
Ad: #A-85448 Print Newspaper Standard Edition Quarter Page Basic Quarter-Page	02/28/2024	1 Orders	\$227.50
Ad: #A-85462 Flytedesk Digital Website Website Collection Square Pop-up	03/01/2024 to 03/07/2024	7 days	\$195.00
Ad: #A-85449 Print Newspaper Standard Edition Quarter Page Basic Quarter-Page	03/27/2024	1 Orders	\$227.50
Ad: #A-85438 Email E-Newsletter Standard E-Newsletter Masthead	03/29/2024	1 Orders	\$325.00
Ad: #A-85450 Print Newspaper Standard Edition Quarter Page Basic Quarter-Page	04/03/2024	1 Orders	\$227.50
Ad: #A-85451 Print Newspaper Standard Edition Quarter Page Basic Quarter-Page	04/10/2024	1 Orders	\$227.50
Ad: #A-85463 Flytedesk Digital Website Website Collection Square Pop-up	04/11/2024 to 04/17/2024	7 days	\$195.00
Ad: #A-85452 Print Newspaper Standard Edition Quarter Page Basic Quarter-Page	04/24/2024	1 Orders	\$227.50
Ad: #A-85439 Email E-Newsletter Standard E-Newsletter Masthead	04/26/2024	1 Orders	\$325.00

Total: \$9,438.00*

Figure 2 - Insertion Order for Tarleton Campaign

Sales Pitches:

I leverage the position of the Tarrant County College student demographic in my sales pitches to ensure that I get the attention of potential clients. Many of them are to four-year universities. For example:

“I am writing to you as the advertising coordinator for **The Collegian**, an award-winning publication serving the Tarrant County College District. With a weekly distribution of 10,000 copies across five campuses and an e-newsletter that reaches over 50,000 students, The Collegian offers a valuable platform to promote _____ University to our student body.

With the spring semester coming up, many of our students will be moving towards transferring to four-year universities. With our publication, you can reach out and advertise to this growing group of students trying to find their next step forward.

To learn more about our advertising rates and production schedule, please visit our [Advertising Webstore](#), where you can also find information about bulk discounts and other special offers. We are offering a **10%** discount on your entire order this spring for new customers!

For a preview of our paper, please visit our Issuu page at <https://issuu.com/tccthecollegian>.

Thank you for your time and consideration, and we look forward to hearing from you soon.”

Four-year universities are interested in advertising to potential transfer students at community colleges. This sales pitch effectively reaches the needs of such universities to ensure I garner their interest in our publication.

Run Sheets:

I manage and organize all advertising and sales in run sheets through Excel. These run sheets contain columns for the client, advertisement type, publication date, publication type and price, all of which is organized by run dates from the beginning to the end of a specific semester. These run sheets are used in conjunction with the Flytedesk platform to ensure that all advertising throughout the school year is properly managed and executed.

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
	Date	Client	Publication	Type	Cost	Combined Total	% Fee				Fall + Spring					
1	1/23/2024	Tarleton State University	Square Pop-up	WEB	\$195.00											
2	1/24/2024	Tarleton State University	Print FULL	Print	\$227.50	\$17,100.00	\$16,587.00				\$28,411.97					
3	1/24/2024	University of Texas at Dallas	Masthead	E-Newsletter	\$325.00											
4	1/26/2024	Tarleton State University	Square Pop-up	WEB	\$195.00											
5	1/26-2/01	Tarleton State University	Top Banner	E-Newsletter	\$360.00											
6	1/28/2024	Texas A&M West	Middle Banner	E-Newsletter	\$227.50											
7	1/28/2024	University of Texas at Dallas	Print FULL	Print	\$575.25											
8	1/29/2024	Tarleton State University	News Racks	Out of Home	\$975.00											
9	1/31/2024	University of Texas at Dallas	Top Banner	E-Newsletter	\$360.00											
10	2/1-2/28	Tarleton State University	Masthead	E-Newsletter	\$325.00											
11	2/2/2024	Texas A&M West	Print Quarter	Print	\$227.50											
12	2/2/2024	University of Texas at Dallas	Print FULL	Print	\$575.25											
13	2/7/2024	Tarleton State University	Print Quarter	Print	\$227.50											
14	2/7/2024	University of Texas at Dallas	Masthead	E-Newsletter	\$325.00											
15	2/7/2024	University of Texas at Dallas	Top Banner	E-Newsletter	\$360.00											
16	2/9/2024	Tarleton State University	Print Quarter	Print	\$227.50											
17	2/9/2024	University of Texas at Dallas	Top Banner	E-Newsletter	\$360.00											
18	2/14/2024	Tarleton State University	Print Quarter	Print	\$227.50											
19	2/14/2024	University of Texas at Dallas	Square Pop-up	WEB	\$195.00											
20	2/14-2/20	Tarleton State University	Print FULL	Print	\$575.25											
21	2/16/2024	University of Texas at Dallas	Masthead	E-Newsletter	\$325.00											
22	2/16/2024	Tarleton State University	Top Banner	E-Newsletter	\$360.00											
23	2/16/2024	Texas A&M West	Middle Banner	E-Newsletter	\$227.50											
24	2/16/2024	University of Texas at Dallas	Print Quarter	Print	\$227.50											
25	2/21/2024	Tarleton State University	Print FULL	Print	\$575.25											
26	2/21/2024	University of Texas at Dallas	Top Banner	E-Newsletter	\$360.00											
27	2/23/2024	Texas A&M West	Masthead	E-Newsletter	\$325.00											
28	2/23/2024	University of Texas at Dallas	Print Quarter	Print	\$227.50											
29	2/28/2024	Tarleton State University	Print FULL	Print	\$575.25											
30	2/28/2024	University of Texas at Dallas	Square Pop-up	WEB	\$195.00											
31	3/1-3/17	Tarleton State University	Top Banner	E-Newsletter	\$360.00											
32	3/1/2024	Texas A&M West	Masthead	E-Newsletter	\$325.00											
33	3/1/2024	University of Texas at Dallas	Print Quarter	Print	\$227.50											
34	3/27/2024	Tarleton State University	Print FULL	Print	\$575.25											
35	3/27/2024	University of Texas at Dallas	Masthead	E-Newsletter	\$325.00											
36	3/29/2024	Tarleton State University	Top Banner	E-Newsletter	\$360.00											
37	3/29/2024	Texas A&M West	Middle Banner	E-Newsletter	\$227.50											
38	3/29/2024	University of Texas at Dallas	Print Quarter	Print	\$227.50											
39	4/3/2024	Tarleton State University	Print Quarter	Print	\$227.50											

Figure 3 - Run Sheet for Spring 2024

News Racks:



Figure 4 - News Rack on Northeast Campus

By far the biggest project that I have taken on during my period with The Collegian was “The News Racks Initiative,” as I labeled it in a Gmail tab. I was essentially put in charge of coordinating a contract between our partners at Flytedesk, our publication and TCC to get five news racks placed on each of our five campuses. Getting in contact with the proper channels on each campus and ensuring that we had their support with getting these 50-pound hunks of metal put across the campuses was no easy feat, but over the course of two months I was able to get all the consent needed. While the entire ordeal was stressful at times, looking back I learned much on how to work within an organization and project management.

Revenue Goals:

I have shown the capability to not only reach goals but exceed them this semester. At the beginning of the semester, I sat down with my supervisor Chris Whitley, and we discussed a reasonable revenue goal for the year. After deliberating on revenue from the previous year and years before it, we came to the goal of \$20,000 for this year. As I would be leaving The Collegian after the fall semester, I had to ensure that I raised \$10,000 in my time remaining so that we would be able to earn the other \$10,000 in the spring. The task seemed daunting at first, but by keeping my head down and working on finding new clients, I was able to not only reach the needed revenue for the fall semester, but also reach the revenue goal for the year by clearing over \$28,000 in contracts before the beginning of the spring semester.

Advertising Webstore:

One of the first things I worked on in this position was our advertising webstore. It works as an all-in-one media kit and purchasing tool that is accessible for anyone with an internet connection.

I have continuously updated and added to our webstore since my introduction, introducing new advertising types, working on descriptions and changing up the design and layout.

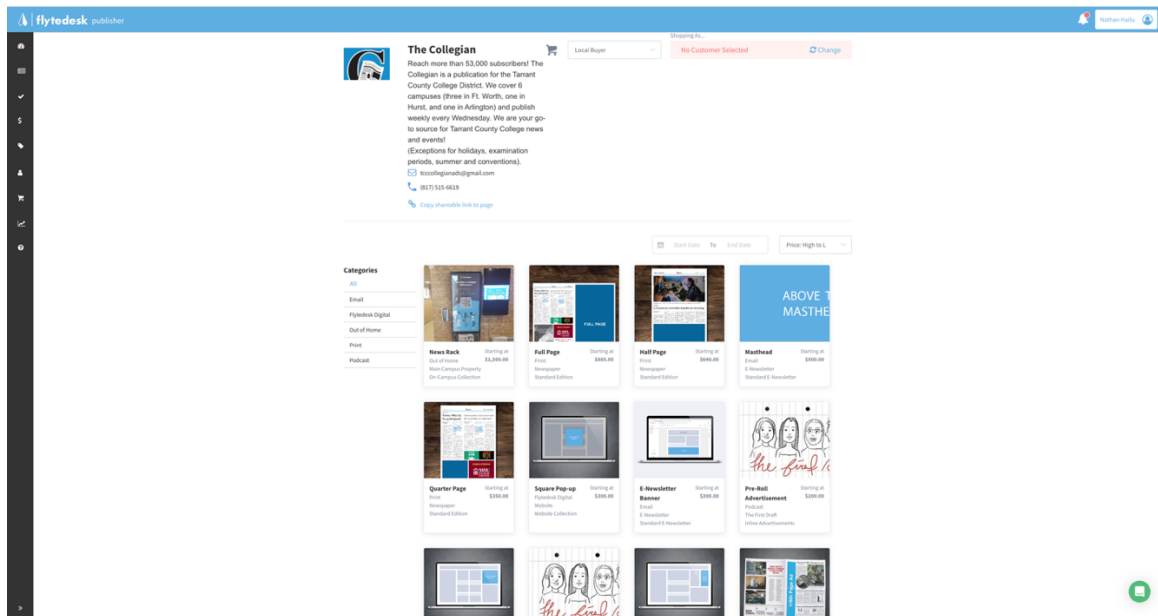


Figure 5 - Advertising Webstore Front Page