

To Whom It May Concern:

It is my great pleasure to write to you today to nominate Sam Hubbard from Mustang Media Group at Cal Poly San Luis Obispo for the award of Best Advertising Representative in the Nation from Associated Collegiate Press. From the minute Sam started with MMG in the Summer of 2021 to the end of the academic year his performance was masterful and a major factor in our organization literally doubling its total revenues from the previous academic year.

Sam started as an account executive with MMG this past June when the state of California finally eased back arguably the toughest COVID-19 regulations in the nation after nearly a year and a half. At the same time Cal Poly announced its intentions to return to full in-person classes when the Fall quarter began and with it the full return of the student body who had been for the most part studying remotely since March of 2020. All of this finally created optimism for advertisers who had been struggling to stay in business this whole time. Many of them needed to find the best ways to connect themselves with students and many of them found the perfect conduit in Sam.

From minute one Sam hit the ground running. He reached out to his assigned client list many of whom hadn't done business with MMG in nearly two years and worked tirelessly to try to reconnect them with new and returning students. But where he truly shined was via prospecting where he went door to door and face to face to expand his client list. He quickly built relationships with record stores, high end restaurants, fast food restaurants and campus departments and organizations. Not only did he connect them with incoming freshmen via our mail home edition to first year students he built multimedia campaigns for many of them as well incorporating in sponsored content articles that allowed them to better promote what was so unique about their business and thus even better brand them with their target audience.

Some of Sam's finest work has been with SESLOC Federal Credit Union. This advertiser had been inactive with MMG for over 10 years. They were given to Sam and he quickly crafted a dynamic multimedia ad campaign that included traditional print ads but also sponsored content, social media posts, digital advertising on all of MMG's websites as well as even advertising on the radio station. The campaign as a whole perfectly explained to students the benefits of getting a checking account with SESLOC through a combination of incentives but also through educating them via sponsored content on the complexities of the banking world. The campaign was even capped off with a table on-campus at one of MMG's "Treat Yourself" events where SESLOC reps passed out free cookies to students. In total SESLOC invested nearly \$13,000 with MMG over this last academic year. They were also so thrilled with Sam's efforts and the results that they will be repeating the campaign for the '23 Academic Year.

Across the board Sam has become one of the top account executives for MMG. His ability to craft comprehensive multimedia campaigns for businesses is impressive. His ability to prospect and activate inactive advertisers is virtually unmatched. And his personal sales again have formed the core of the efforts that as I stated before have literally doubled revenues for our

organization this past academic year. He even single-handedly handles the delivery of our print product on each publication date to all on and off-campus distribution racks.

All of this is just a small sampling of Sam's incredible efforts for MMG. In my 15 years working in student media he is truly one of the most driven, dedicated and intelligent advertising representatives that I've ever had the pleasure to work with. I can think of no greater tribute to his fine work than this prestigious award and hope that you will see fit to reward him with it.

Sincerely,

Jon Schlitt
General Manager, Mustang Media Group, Cal Poly San Luis Obispo
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My name is Samuel Hubbard, and I am a third-year business student with a concentration in marketing management. I have been a part of the Mustang Media Group since May 2021, and over the past year have worked to channel my relentless drive for action into added value for both MMG and the businesses we serve. Having the opportunity to exercise both my creative and rational sides simultaneously in a solution-oriented workplace has reaffirmed my passion for marketing. I am both thrilled and humbled that this passion has been recognized by my managers through my nomination for Best Advertising Representative amongst all my talented colleagues.

My approach to sales can be described as *solution-first* and *data-driven*. This unique approach is what I believe qualifies me as the best at what I do. I have learned that there is no need for an extensive advertising campaign if there is not first some sort of problem waiting to be solved. Hence, adopting a *solution-first* mindset has helped me avoid the trap of constructing creative and elaborate advertising bundles that serve no constructive purpose for the client. This mindset is difficult to adopt if one is not also *data-driven*. Data guides every step of the selling process from identifying organizations fit for MMG's services to proposing effective solutions. My success can be attributed to the Excel spreadsheets I present to clients, as they leave no room for ambiguity as to where their money is going and what sort of ROI they can expect, as I base my calculations on data gathered from previous ad campaigns.

Rejection might as well be part of the job description for a salesperson. In my experience, I've interpreted rejection from clients as a rejection of MMG's services, not myself. I see myself as a conduit for my organization's services, and a rejection imparted to me by a client is a temporary rejection of those services, not the representative introducing them. It is this graceful handling of rejection that allows me to stay motivated in the world of sales. It is what encourages me to revisit clients that have rejected me in the past and pursue clients that my predecessors have found difficult to work with.

My greatest success story working with clients is without a doubt my interactions with SESLOC Federal Credit Union. As I will explain later, this client required interactions with multiple different representatives from event coordinators to graphic designers. This was the client I took the most risks with. I sold them into forms of sponsored content that were at the time experimental (chiefly our promotional video services), and extending opportunities for face-to-face interaction with the student population, an advertising channel traditionally reserved for our housing clients. All of these risks proved successful, with such high ROIs that this long inactive advertiser has become a regular client of ours.

What I intend to carry from this experience into a future career in sales is a personal investment in each client served. Most of my clients thus far have been small, local endeavors. The business is their entire livelihood and I have always strived to treat it as such. It is through genuine sincerity that I have become so close with my clients, close enough to indulge each other in family matters on some occasions. I have found that the MMG partners spending the most lavishly do so because they have built trust not just in the organization, but trust in the account executive to not lead them astray. My mission has been and will continue to be rewarding client trust in the advertising organization and encouraging the business owner to keep spending on what I prove time and time again to be effective for their business.

Sales History

Client	Type	2020-'21 AY Spending	2021-'22 AY Spending	Percentage Change
Sylvester's Burgers	Assigned	\$ 600.00	\$ 270.00	-55%
Kuma Sushi	Assigned	\$ -	\$ 585.00	58500%
Ziggy's	Assigned	\$ -	\$ 1,275.00	127500%
Bon Temps Creole Café	Assigned	\$ 324.00	\$ 1,150.00	255%
Luna Red	Prospect	\$ -	\$ 975.00	97500%
Novo	Prospect	\$ -	\$ 975.00	97500%
Farrell Smyth	Assigned	\$ 1,569.00	\$ 1,107.50	-29%
Boo Boo Records	Prospect	\$ -	\$ 724.00	72400%
SESLOC Federal Credit Union	Prospect	\$ -	\$ 12,637.50	1263750%
Chinelo Restaurant	Prospect	\$ -	\$ 865.00	86500%
SLO Froyo n' Italian Ice	Prospect	\$ -	\$ 1,140.00	114000%
University Housing	Assigned	\$ 1,150.00	\$ 2,350.00	104%
President's Office	Assigned	\$ 900.00	\$ 765.00	-15%
Scout Coffee	Prospect	\$ -	\$ 300.00	30000%
Insomnia Cookies	Prospect	\$ -	\$ 200.00	20000%

Notes:

1. Bon Temps Creole Café and Farrell Smyth were not assigned to me for the summer quarter, as such any summer sales for these two clients will be disregarded in both the '20-'21 AY column and '21-'22 AY column.
2. A number of these clients (SLO Froyo, Sylvester's, and Kuma to name a few) received free/discounted ads during the year, and I will be recording them as such. The dollar amounts above reflect only the dollars paid to MMG, not the dollars that would have been paid had the ad not been discounted.
3. [Sales Records as Recorded by AdPro](#)

Client Successes

SESLOC Federal Credit Union



Budgeting is hard.

We're here to help.

Now open in the UU next to Starbucks.

SESLOC

See what we do

Insured by NCUA

SESLOC's leaderboard ad for the Fall Quarter above; "campus life photoshoot" below



In September of 2021, I met with Kara Clark of SESLOC. She was looking to reopen a branch in Cal Poly's University Union, and I believed our organization to be the perfect conduit for advertising to the student population. SESLOC is a non-profit organization, whose mission is to *serve* Cal Poly's students by educating them on everything from

navigating student loans to managing credit. Kara wanted to show our students that budgeting can be simple, and as such we kept the campaign simple: "Budgeting is hard. We're here to help." I then spent the next two weeks drafting a PowerPoint presentation with three different proposals for the fall campaign. I provided a "good, better, best" format that ranged from \$5,000 to \$6,200, with the "best" option taking advantage of radio advertising offered by our partner KCPR and granting SESLOC a position next to MMG at in-person distribution events. I backed up each offering with a projected number of impressions per product purchased, and further communicated value by offering 15% off all monthly edition ads and digital advertising. After approving the "best" offering, Kara placed me in contact with SESLOC's lead designer Travis Ruppe. I began a month-long process of delivering instruction from Travis to MMG's lead designer while coordinating a "campus life photoshoot" to provide additional material for SESLOC's ads. The responsibility of coordinating in-person events with SESLOC's Chief Operations Officer was an additional challenge, not something most account executives find themselves in charge of. I spent two hours at one event traveling back and forth across campus stocking SESLOC with promotional materials. The value of print advertising, digital advertising, and in-person pop up events was so great that SESLOC's upper management approved an extension of the campaign into the winter and spring quarters, following a pitch that incorporated feedback from Amanda and Travis. This feedback was received during "debrief" emails sent to

these two representatives, where we could discuss what went right and what needed improvement before the launch of the next advertising product. The total spent during the 2022 academic year was **\$12,637.50**, and I was pleased to hear from Kara that SESLOC will be returning as a regular client for the next academic year. The Fall Campaign Proposal can be viewed [here](#).

Winter Quarter			
Date	Edition	Discount (%)	Price After Discount
January			
3-Jan	Afternoon KCPR	0%	\$ 150.00
3-Jan	Monthly Billboard	15%	\$ 476.00
3-Jan	Video Services	15%	\$ 127.50
16-Jan	Winter BTS Edition (Full)	15%	\$ 575.00
TOTAL:			\$ 1,328.50
February			
3-Feb	Afternoon KCPR	0%	\$ 150.00
3-Feb	Monthly Billboard	15%	\$ 476.00
14-Feb	Video Services	15%	\$ 127.50
15-Feb	SLO Living Print Edition (Full)	0%	\$ 600.00
17-Feb	SLO Living Fair	0%	\$ -
TOTAL:			\$ 1,353.50
March			
3-Mar	Afternoon KCPR	0%	\$ 150.00
3-Mar	Monthly Billboard	15%	\$ 476.00
8-Mar	MN Monthly (Full)	15%	\$ 575.00
17-Mar	Branded Content (Online Article)	15%	\$ 212.50
TOTAL:			\$ 1,413.50

Spreadsheet delivered during the "Winter/Spring Quarter Proposal", delivered to Kara December 2021. (left)

Promo image posted to the Mustang News Instagram story to promote an in-person pop-up event for SESLOC. (right)



SLO Froyo n' Italian Ice

One my most important contributions to MMG during my first quarter on the job was the activation of nine new/dormant accounts. Nearly **\$10,000** of my sales dollars from August to December were from prospected accounts alone, the majority of which went on to become regular advertisers in the following quarters. One such prospect was SLO Froyo and Italian Ice, who I spent two months developing a close relationship with. Their first advertisement with MMG was a single half-page in a November special edition, despite my offering of a digital-print package that I believed would have performed better. I was told by the owner weeks later that the ad did not perform as well as he had hoped, and I was devastated to hear it. I immediately opted to give him complementary

social media promotion and made an in-person visit to sincerely apologize for the performance. These actions reflected well on MMG, as I received a call from the owner just a few weeks later stating his intent to run advertising with us again. We settled on a video content, website ad space, and special edition bundle that spanned the course of 4 months and began in 2022. A 20% discount was applied to the digital components to further add value to the bundle, which totaled **\$1,140**. The video content was a group effort between myself, MMG's head videographer, and a handful of student models who were compensated for their time. The finished product can be viewed [here](#). The last item on the bundle—the Spring Coupon Book—was such a success for SLO Froyo that the owner decided to continue partnering with MMG into the summer quarter. I refer to SLO Froyo as a prime example of how to quickly right a first impression gone wrong, and am pleased to have maintained our partnership.



PROUD SUPPORTERS OF CAL POLY SLO
956 HIGUERA ST, SAN LUIS OBISPO, CA 93401



20% OFF

ANY PURCHASE WITH THIS COUPON



FOLLOW US ON INSTAGRAM
FOR EXCLUSIVE DEALS



Spring Coupon Book Ad for SLO Froyo n' Italian Ice

Product Successes

Go SLO

The three months from mid-May to August was an important time for our organization, as this time was dedicated wholly to our annual “Go SLO” edition. The account executives and existing clients knew the value of a mail-home magazine going home to 6,000 first-year students and their families, but I wouldn’t be satisfied until I had filled this edition with a range of new clients as well. Luna Red, Novo, Tortilla Town, and Boo Boo Records were all clients that had either never run ads with MMG before or had been classified as inactive accounts. With every interaction with these business owners, I stressed the value that these first-year students had. Each first-year student that received Go SLO in the mail was a potential 4+



year customer, and I emphasized the value their parents had as inevitable visitors to SLO. As for Cal Poly’s current students, 1,000 additional copies of the magazine were made available at various drop-boxes around campus. I sincerely believe that this edition delivers more for the money than any other, and my new and existing clients bought into the excitement. In the case of University Housing, their representative purchased one and a half pages of Go SLO—over \$1000 *on a single magazine edition*. It was a pleasure to contribute \$3,500 to an edition generating nearly \$30,000 in revenue.

Digital Advertising & Branded Content

Enjoy SLO’s Creekside Dining At Luna Red And Novo

SOPHIE LINCOLN - SEPTEMBER 15, 2021



The following is a paid advertisement written by a member of Mustang Media Group’s advertising staff.

Outdoor dining has become a hot commodity in the past year, especially here in San Luis Obispo where the charming downtown and temperate weather make for ideal

Sponsored content article launched for Luna Red & Novo (above)

to their business, then ran down the list of benefits. Over 80,000 unique visitors to mustangnews.net and 35,000 unique page views per week, approximately 35,000 followers across all three of our social media platforms, and trackable performance when paired with QR codes. After topping off this admittedly long-winded spiel with past client success, the conversation would often end with a contract for digital advertising. I finished the quarter with \$2,913 in revenue from digital sales alone, with the majority of these sales dollars coming from multi-month contracts from four clients.

By the time I joined the Mustang Media Group, our digital presence was already well-established. The push on digital was a factor in MMG’s first-place award for “Best COVID-19 Response in the Nation,” and I certainly did not want to have those efforts wasted. For every client committing to a print edition, I pitched digital with no exception. The most common objection amongst my clients was the feeling that they were being upsold. As is traditional of my selling strategy, I first reassured

them that I would not be speaking with them if I saw no clear benefit

Samuel Hubbard | Marketing Undergraduate



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EDUCATION

California Polytechnic State University, San Luis Obispo, CA
Bachelor of Science: **Business Administration, Marketing**

Graduation: June 2023
Dean's List (9 Quarters) | GPA: 3.6

RELEVANT WORK EXPERIENCE

Account Executive — Mustang Media Group

San Luis Obispo, CA
May 2021 – Present

- Successfully prospected six new accounts in first quarter of job, three new accounts added in second
- Bundled every new and existing client into multimedia campaigns including social, digital, and print elements
- Awarded first place for “Best Sales Representative” at the 2022 CMBAM awards ceremony

Administrative Assistant — GlobeRunners Inc.

Carlsbad, CA
June 2019 – September 2019

- Worked for one of the top 10 shipping exporters out of the U.S.
- Digitized hundreds of payment records from every continent
- Converted nearly 3 years of payment records to a digital format, to be easily accessed through the company database
- Posted records to Excel spreadsheets, organized by tracking numbers and port of receipt/delivery

Customer Service Representative — Target Corporation

Vista, CA
November 2017 – January 2018

- Marketed the Target Redcard, a debit/credit card that boosted customer loyalty
- Convinced at least one customer per shift to commit to this store loyalty card
- Redcard usage rates increased by approximately 20% due to the efforts of our team

ADDITIONAL WORK EXPERIENCE

Banquet Server — Madonna Inn

San Luis Obispo, CA
May 2021 – August 2021

- Maintained professional dress and demeanor while lifting and carrying loads of over 100 pounds
- Commended for exceptional efforts in performance of physical tasks and customer service

Delivery Driver — Woodstock's SLO

San Luis Obispo, CA
July 2020 – April 2021

- Trained in every area of the restaurant within 3 months by actively seeking out training
- Promoted for performing a wide set of duties outside my assigned responsibilities

PROFESSIONAL SKILLS & ABILITIES

- AdPro
- Microsoft Excel, Powerpoint, & Access
- Google Analytics
- Orange Data Visualization
- R Studio