

RILEY

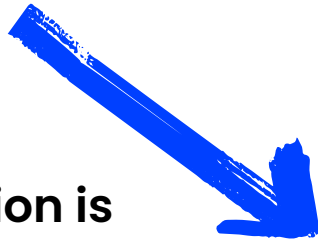


ATKINSON'S



PORTFOLIO

**This presentation is
an overview of my
work as the Main
Hill Media Agency
Manager**



**ADVERTISING,
SALES, AND
LEADERSHIP**

Cover Letter

Dear Awards Selection Committee,

I am writing to present my career achievements as I apply for the “Best Advertising Representative Award.” I have served as our student-run advertising agency manager for over a year, acquiring invaluable experience and developing qualities that I believe make me a strong candidate for this esteemed recognition.

During my time as manager, I have generated a 650% increase in annual revenue by fostering meaningful relationships with local business owners. I also developed one of the first campus influencer programs in the country, created a volunteer program with over 125 participants and oversaw an increase in the number of staff applications by 625%.

This experience has not only enhanced my organizational and creative thinking skills but has also given me the opportunity to encourage a fast-paced and dynamic team. Effectively balancing multiple projects has become second nature, which is a lesson I am incredibly grateful for.

What sets me apart as a good advertising representative is my unwavering drive and ability to transform ideas into actionable and measurable campaigns. I also strongly believe in the power of relationships – I prioritize getting to know our clients well so I can personalize our services to each individual. Navigating the challenging world of sales is easier due to those relationships because I develop a genuine care for our clients and their businesses.

One of my proudest achievements is the success of our campus influencer program. Not only did we receive national recognition as an Innovation Pacemaker finalist, but this program has also resulted in tangible outcomes for our clients. The hours spent planning logistics become worthwhile when clients tell me they gained new business from an influencer campaign.

I am confident that the skills I developed through this manager experience will seamlessly translate into future roles. From professional communication to adeptly handling challenging situations, I am equipped with a versatile skill set that positions me as a valuable asset in any professional setting.

Thank you for your time and consideration.

Riley Atkinson



UNIVERSITY OF
ARKANSAS

Fulbright College of Arts and Sciences
School of Journalism and Strategic Media

Associated Collegiate Press
2829 University Ave. SE, Suite 720
Minneapolis, MN 55414

November 30, 2023

Dear Awards Selection Committee:

I am delighted to write this letter of recommendation for Riley Atkinson who is applying for the "Best Advertising Representative Award" in the Associated Collegiate Press Awards Contest. As the faculty advisor for Main Hill Media Advertising Agency (student-run advertising agency) at the University of Arkansas, I have had the privilege of observing Riley's exceptional talents and contributions, particularly during her tenure as the manager at Main Hill Media.

Since joining Main Hill Media in May 2022, Riley has been a driving force behind the agency's success. Riley's ability to collaborate seamlessly with the teams she has developed withing the agency (creative, account planning, and events and growth) has been instrumental in expanding the agency's operations. She has spearheaded the onboarding of new clients, conducted research and developed strategies for clients, implemented a content calendar across teams, and developed an analysis protocol for our creative campaigns to ensure success for our clients. In managing over 20 client accounts and a team of 13 agency employees, Riley has consistently demonstrated a unique blend of creativity, professionalism, and effective communication, positioning her as a key player in the agency's success.

Riley distinguishes herself by seamlessly leading both the fast-paced sales and creative teams. Under her guidance, this not only ensures harmonious collaboration across the agency's teams but also culminates in the creation of impactful deliverables for our clients. Through her innovative thinking and strategic approach, Riley has orchestrated a remarkable 650% increase in annual revenue, driven by the development of actionable campaign ideas and the cultivation of positive client relationships.

Going beyond her core responsibilities as the agency manager, Riley has proactively orchestrated team bonding and personal development activities. This initiative has not only fostered a positive and productive work environment but has also created a welcoming and creative agency atmosphere. As a result, our student team members thrive, producing effective and innovative work that consistently exceeds our clients' expectations.



UNIVERSITY OF ARKANSAS

Fulbright College of Arts and Sciences
School of Journalism and Strategic Media

Riley actively shapes the future marketing vision of Main Hill Media, providing invaluable insights derived from market trends and competitive analysis. Her contributions ensure that the agency remains a trailblazer among student-run agencies across the country. Continually working to enhance efficiency, Riley streamlines the agency's processes and procedures, explores and implements new tools, and dedicates herself to developing her team's skill set.

Riley's unwavering dedication to excellence shines through in her ability to navigate the challenges of managing a student-run advertising agency while gracefully balancing full-time student responsibilities. This, coupled with her determination, positions her as an ideal candidate for the "Best Advertising Representative Award." Her exceptional track record at Main Hill Media not only underscores her professional expertise but also exemplifies her steadfast commitment to continuous improvement and innovation.

Thank you for considering Riley Atkinson for this award. If you have any further questions or require additional information, please feel free to contact me at teresa.tackett@uark.edu or 918.770.2085.

Sincerely,

Dr. Teresa Tackett

Assistant Professor

Faculty Advisor, Main Hill Media Advertising Agency

School of Journalism and Strategic Media

University of Arkansas, Fayetteville

Riley Atkinson

Community-focused advertising student with nationally-recognized experience, strong leadership skills, and an innovative mindset

rilevgatkinson@gmail.com

RELATED EXPERIENCE:

Main Hill Media Advertising Agency – *Manager*

MAY 2022 - PRESENT

- Generated a 650% increase in annual revenue by developing actionable campaign ideas and positively engaging with clients
- Served as a strategic liaison between fast-paced sales and creative teams to manage over 20 client accounts
- Developed a nationally-recognized campus influencer program
- Created a volunteer program with over 125 participants
- Contributed to the future marketing vision based on market trends and competitive insights

Dow Jones News Fund, Advertising Specialty Institute – *Data Journalism Intern*

MAY — AUGUST 2023

- Amplified ASI's brand message by creating engaging and data-driven editorial content
- Collaborated with the public relations team to generate positive media coverage through social media and press releases
- Leveraged Microsoft Office Suite to create an engaging corporate social responsibility presentation for company leaders

UATV News – *Entertainment Anchor*

MAY 2022 - JUNE 2023

- Wrote and delivered entertainment news stories for Emmy-award-winning student station

New Greek Council – *Vice President of Public Relations*

MAY 2022 - JUNE 2023

- Planned and promoted events with over 1000 attendees to enhance brand messaging

ZenStudio Fitness – *Social Media Marketing Intern*

SEPT 2021 - JAN 2022

- Created social media content and developed a brand ambassador program to engage the brand's target audience

The Harbinger Newspaper – *Online Editor-in-Chief*

JAN 2017 - MAY 2021

- Redesigned and created multimedia content for nationally-ranked news website
- Received national recognition for a portfolio of work in marketing, copy editing, video editing, social media management, and more

EDUCATION:

The University of Arkansas —

Candidate for Bachelor of Arts in Multimedia Storytelling and Production

Candidate for Bachelor of Arts in Advertising and Public Relations

Graduation: Spring 2025

Cumulative GPA: 4.0

AWARDS:

Chancellor's and Dean's List (Fall 2021 through Spring 2023)

ACP First Best of Show for Advertising Media Kit 2023

ACP Innovation Pacemaker Finalist 2023

JEA Student Journalist of the Year 2021

KSPA Student Journalist of the Year 2021

NSPA First Best of Show for Election Coverage 2020

Quill and Scroll Honor Society: Lifetime Member

NSPA Second Best of Show for COVID-19 Coverage 2020

TECHNICAL SKILLS:

Microsoft Office Suite

Adobe Creative Suite

Google Suite

Cision

Wordpress

SALES HISTORY

Below is a list of **NEW** clients I have brought in and what they've spent since then:

EF ULTIMATE BREAK	\$150
AMAZON PRIME STUDENT	\$4960
FORMAT FESTIVAL	\$2400
THE MOMENTARY	\$912
REWIRED FESTIVAL	\$8490
OZCX CYCLO-CROSS WORLD CUP	\$500
UARK ARMY GUARD	\$640
DAYTONA SPRING BREAK	\$150
UOFA PRESS	\$340
HARRISON FRENCH & ASSOCIATES	\$500
SQUEEZE MASSAGE	\$225
THEATRESQUARED	\$3755
DIVISION OF FINANCE AND ADMINISTRATION	\$158
RICK'S BAKERY	\$150
ALPHA KAPPA ALPHA	\$720
GOD'S NOT DEAD EVENTS	\$516
ARKANSAS ALUMNI ASSOCIATION	\$460
INDUSTRIAL ENGINEERING DEPARTMENT	\$1440
RESUME BETTER COACHING	\$1715
UPSILON THETA TAU	\$120
WALTON ARTS CENTER	\$1650
VOLVO/WALMART EVENT	\$625
UNIVERSITY RELATIONS	\$1840
PHYSICS DEPARTMENT	\$155
GEORGE'S LOUNGE	\$200
GAR HOLE RECORDS	\$400
HOGWASH LAUNDRY	\$400
THE DIVA DIVE	\$912
PESTO'S CAFE	\$780
ELECTRIC SYMPHONY MEDIA	\$800

TOTAL: \$37,019

*NOTE: I LEFT OFF A FEW LOW-SPENDING CLIENTS DUE TO LACK OF SPACE

MEDIA KIT REVAMP

Below is part of our 2023 media kit, which I designed:



ACP BEST OF SHOW
ADVERTISING MEDIA KIT
FIRST PLACE 2023



CLIENT TESTIMONIALS

OFF CAMPUS	ON CAMPUS
<p>★★★★★</p> <p>"MAIN HILL MEDIA WAS WONDERFUL TO WORK WITH THIS SPRING FOR OUR AMAZON PRIME STUDENT CAMPAIGN. RILEY WAS QUICK TO RESPOND AND WAS KNOWLEDGEABLE OF THEIR STUDENT MEDIA ADVERTISING OFFERINGS. IT MADE IT SO EASY TO GET OUR AD CAMPAIGN SET UP. I WOULD 100% RECOMMEND MAIN HILL MEDIA TO ANYONE TRYING TO ADVERTISE TO UNIVERSITY OF ARKANSAS' STUDENTS."</p> <p>SARAH FOWLER ASSOCIATE MANAGER, MEDIA, NEXT GEN</p>	<p>★★★★★</p> <p>"MAIN HILL MEDIA CAME THROUGH WHEN MEMBERS OF THE FINANCE AND ADMINISTRATION TEAM HAD A GRAPHIC DESIGN NEED WITH A QUICK TURNAROUND TIME. THEY WERE THOUGHTFUL IN THEIR APPROACH, MAKING SURE THEY CLEARLY UNDERSTOOD OUR REQUEST, UPDATED US REGULARLY, AND ULTIMATELY, DELIVERED A HIGH-QUALITY PRODUCT. 10/10 WOULD RECOMMEND MAIN HILL MEDIA FOR YOUR GRAPHIC DESIGN NEEDS!"</p> <p>LOGAN WILSON SENIOR DIRECTOR OF ADMINISTRATIVE COMMUNICATIONS, UOFA</p>

THE TRAVELER - ONLINE

WWW.UATRAV.COM

\$450* TOP LEADERBOARD (728 X 90 PX)	\$25 PER TWEET CAN DISCUSS PKG 11.2K FOLLOWERS
\$250* TOP BOX AD (300 X 250 PX)	\$50 FEED POST 1.8K FOLLOWERS
\$150* TOP BOX AD (300 X 250 PX)	\$25 STORY POST
\$50* TOP BOX AD (300 X 250 PX)	EMAIL NEWSLETTER
\$200* BOTTOM LEADERBOARD (728 X 90 PX)	\$30/WK (1080 X 1080 PX) 600+ SUBSCRIBERS

30,000 AVG MONTHLY VIEWS

*PRICES ARE PER MONTH

COLLABORATE WITH US CAMPUS INFLUENCER PROGRAM

SOCIAL MEDIA MANAGEMENT

WE OFFER HELP WITH

- Instagram
- Twitter
- Facebook
- LinkedIn

MONTHLY SERVICE: \$300

INCLUDES:

- STRATEGY MEETING
- 4 POSTS ON INSTAGRAM AND FACEBOOK
- MONTHLY ANALYTICS REPORT

OPTIONS FOR ADDITIONAL POSTS AND MEDIA OUTLETS CAN BE DISCUSSED

INNOVATIVE IDEA

I developed a Campus Influencer Program that launched in the Spring to adapt to the growing market trend. Here's part of a presentation I made to explain a campaign within the program:



2023 INNOVATION
PACEMAKER FINALIST

Campaign Example: TheatreSquared

CAMPAIGN GOAL:

Promote \$10 student ticket program and encourage other students to see a show

INFLUENCERS:

We suggested three influencers who would post a variation of TikToks and Instagram stories/feed posts

GUIDELINES:

We worked with the client to develop guidelines like what they should mention in their video, what clips they should include, etc.

Influencer Kinley Prichard

BELOW IS AN EXAMPLE OF ONE OF THE THREE INFLUENCERS WHO PARTICIPATED IN THIS CAMPAIGN

GENERAL ACCOUNT INSIGHTS:

22.4K

INSTA FOLLOWERS
@KINLEYPRICHARD

12.3K

INSTA ACCOUNTS
REACHED

18.7K

TIKTOK FOLLOWERS
@KINLEYPRICHARD

1.7M

TIKTOK LIKES



CAMPAIGN INSIGHTS:



81% OF 5188 TIKTOK ACCOUNTS WHO VIEWED HER VIDEO WERE AGE 18-24, SO THE VIDEO REACHED THE COLLEGE-AGE DEMOGRAPHIC, WHICH THE CLIENT WANTED

WHEN SHE REPOSTED THE TIKTOK ON HER INSTAGRAM STORY, 119 PEOPLE TAPPED ON THEATRE SQUARED'S TAGGED ACCOUNT AND 2,896 ACCOUNTS WERE REACHED

Revenue Breakdown

TOTAL REVENUE FOR THIS CAMPAIGN

\$546

\$455

GOES STRAIGHT TO INFLUENCERS FOR PRODUCING THE CONTENT

\$91

GOES TO MAIN HILL MEDIA DUE TO OUR 20% AGENCY FEE

CLIENT PITCH

This presentation convinced a magazine publisher to commit to our social media management service for the foreseeable future. He said, "It was incredible seeing the way you all lay out a content plan, and it has me excited to work together! Thank you for the clarity and effectiveness."



Our Goals

Goals

We truly want to help you reach these goals through our partnership.

- 1 Reach 3,000 Instagram followers by June 2024.
- 2 Increase average Instagram engagement by 20% by June 2024.
- 3 Create collaborative Instagram campaigns with our influencers and local partners.

Competitive/ Industry Analysis

CITISCAPES MAGAZINE
5,365 followers, no likes displayed

- Very photo-heavy feed
- Instagram Reels to highlight local events
- Not a very consistent theme

GOOD GRIT MAGAZINE
40.2k followers, around 300 likes

- Mainly photo based (some ads have text, but they blend in well)
- Engaging videos and reels
- Highlights split up by category

EXPERIENCE FAYETTEVILLE
63.6k followers, 150-900 avg likes

- Only photos (very repost-able)
- Fun and engaging captions
- Active on stories/highlights

NAPLES CITY LIFESTYLE
13.2k followers, low likes

- Photos and videos of people in the community
- Videos get higher engagement

Social Media Brand Guidelines

Photos:

- Highlight people
- Eliminate white background

Graphics:

- Stick with the same background color

Main Font:
Roca One

Supporting Font:
Gordita

Jan magazine cover

Jan Content Calendar

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
5 days of Countdown Insta stories	1 Launch Day Post <i>Reel of Books Explaining Daily/Process</i>	2	3	4 Editorial photos from the first issue	5	6
7	8 Reel flipping through issue	9	10	11	12	13
14	15 Launch Month Giveaway?	16	17 **Take photos of Jay & video of magazine	18	19	20
21	22 Photos of Winter in Fayetteville	23	24	25 Giveaway winner announced	26 *more content from photo/video shoot	27
28	29 Photos from launch party	30	31			

**bold/italics text means you will provide us photos (only bc we will still be in our hometowns)*

Founding Partner Graphic

Social Media Brand Guidelines

We love the consistent theme for the founding partner graphic, but the graphic behind the text is slightly distracting and makes the feed look cluttered.

Something like this template idea is simple and would help keep the theme coherent if all graphics have this off-white background.

Timeline:

How this will work

- JANUARY 1:** We'll bill you for the month of January. If you want to do the influencer campaign, it'd be a total of \$800. If not, it'd be \$300. We'd also need all photos/content by this date to post about the launch for you.
- JANUARY 8:** We can meet virtually to discuss the February content calendar.
- JANUARY 16/17:** We get back to Fayetteville, so we can take photos/videos for the rest of the month.
- FEBRUARY 1:** We'll bill you for the month of February (price tbd based on our meeting).

ORGANIZATION & LEADERSHIP

Before I took over as manager, Main Hill Media operated without much organization. The staff members rarely worked together and felt disconnected from student media. I applied my leadership and organization skills to fix those issues and foster an environment rich with team bonding and clear expectations.

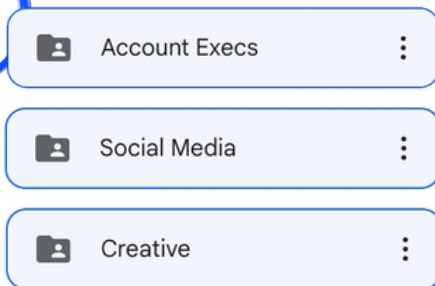
1



STAFF MEETINGS & BONDING

I developed mandatory weekly staff meetings and an end-of-semester dinner to increase staff communication and encourage team work.

2



GOOGLE DRIVE SYSTEM

I created a Google Drive system for our staff with folders for each area of staff to stay organized. This is where we store to-do lists, Google Sheets trackers, influencer insights, etc.

3

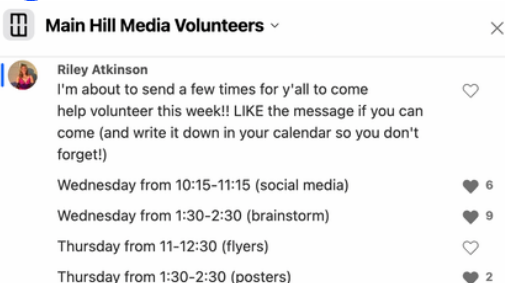


To Do List March 7-14

TO-DO LISTS

I implemented a to-do list system for each leader on staff so they understood expectations and their assignments for the week.

4



VOLUNTEER PROGRAM

I developed a volunteer program for students who were interested in our agency – the GroupMe now has over 125 members who help with content creation and brainstorming. I speak to entry-level advertising classes every semester and encourage them to join.

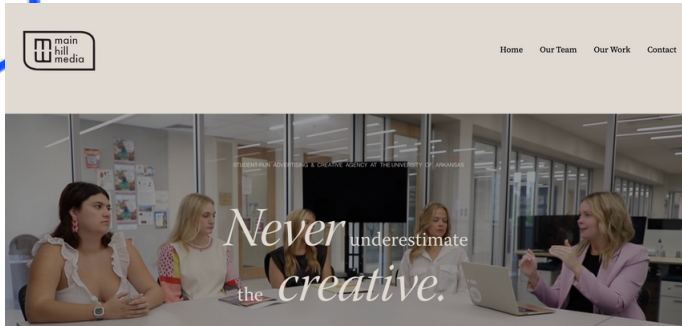
5

GOOGLE SHEET TRACKERS

Client Name	Email & Phone #	Emailed?	Called?	Followed up?	Responsible Staff
MopedU	[REDACTED] 479-856-6313	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Kasey
Mamaka Bowls	[REDACTED] 479-935-3411	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Kasey
JJ's	[REDACTED] 479-582-2500	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Kasey
Yancy's	[REDACTED] Instagram DM	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Kasey

I created a Google Sheet system for contacting potential clients to ensure each Account Executive stays on track and follows up.

6



WEBSITE REDESIGN

I worked with our website designer to redesign and update the website so clients can easily access information and learn more about the agency.

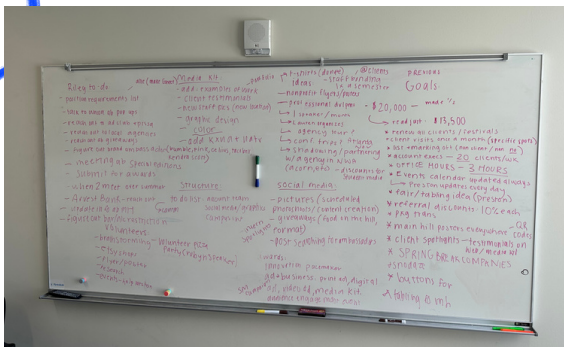
7



PROMO SWEATSHIRTS

I designed and ordered Main Hill Media sweatshirts to promote our agency around campus and the community.

8



BRAINSTORMS

I implemented brainstorm sessions at the end of each semester to discuss what went well/what didn't and set goals for the next semester.



THESE COMBINED STRATEGIES CREATED AN AMAZING WORK CULTURE. WITHIN ONE YEAR AS MANAGER, **THE NUMBER OF APPLICATIONS TO WORK AT MAIN HILL INCREASED BY 635%.**

