

GUS SALAZAR

Graphics & Marketing Coordinator
PROJECT LIST – MARCH 7, 2017

Graphics:

- Working with the Career Center to develop Eagle Ijobs marketing material to promote to students and community. The plan includes developing a working link to redirect students to eagle Ijobs video and employment section. Some collateral materials include creating a campus wide poster, large Kiosk prints and brochure promoting Eagle Ijobs. (the name Eagle Ijobs might possibly change)
- Working with the Health Center to develop a Marketing plan for Wellness Fair. This year theme is based on Star Wars with the slogan being “may the wellness be with you”. The marketing plan includes setting up a shirt layout, event logo, Social media ads, posters and brochure/Passport.
- Working on La Finesse de la Nuit campaign postcard and large A frame banners for the day of the event.
- ASI Office Redesign color layout as well decal graphics that will be placed on the office wall.

On queue:

- #Stigmafree
- Safe Spring Break Event
- ASI Alternative Break 2018.
- Earth Day
- NSS Geek Week
- ASI promotional items for summer.

On print queue:

- B&E Now and Later
- Pop D-Stress

Web

- Updating website aesthetics such as color, fonts and responsive menus.
- Developing a second test server for website testing.
- Complete site backup of old server
- Setting up site analytics for website traffic.