

Marketing Materials: **DIGITAL ASSETS**

Pre- Program Marketing and
Recruiting 2025

Inessa Royt
Program Director





Inessa Royt Program Director

As Program Director, one of my key responsibilities is to step in and provide support wherever it's needed. When our brand-new Ambassador Program and Marketing Team required assistance with assets that weren't yet ready, I leveraged my skills and experience to bridge the gap.

Having completed courses in Digital Arts and UX Design, I stepped up by crafting sample social media captions and creating digital assets using Canva Pro. I added to the Marketing Strategy by offering up new and innovative ideas.

While I primarily used Canva for this project, my background includes years of experience with Photoshop, and I have learned about Adobe video editing tools to expand my creative toolkit. This experience sparked a deeper interest in marketing, and I am now eager to expand my knowledge and continue growing in the exciting field of Marketing.

Word of Mouth



Channels Used

First Round **INSTAGRAM ADVERTISING**



Around The World **INSTAGRAM ADVERTISING**

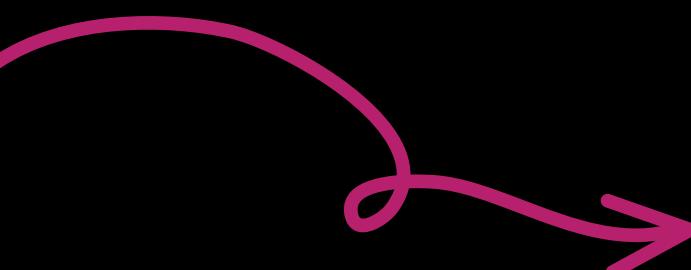
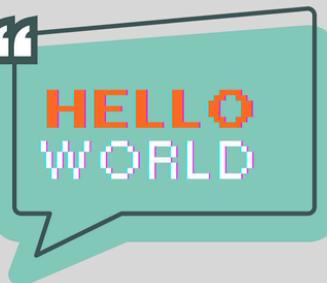
Code In Place

From Any Space...



Application Deadline:
April 9, 2025 at 11:59 PM
Course Starts:
April 21st, 2025

codeinplace.stanford.edu



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Code In Place

From Any
Space...

ПРИВЕТ,
МИР!



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Code In Place

From Any
Space...

СЭЛЕМ,
ӘЛЕМ!



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Code In Place

From Any
Space...

ASALAM U
ALAIKUM
DUNYA!



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Code In Place

From Any
Space...

NAMASTE
DUNIYA



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Code In Place

From Any
Space...

হ্যালো
দুনিয়া



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In Our Ambassador's Languages

Code In Place

From Any
Space...

SALAM
DÜNYA!



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Code In Place

From Any
Space...

مرحباً
بالعالم.



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Code In Place

From Any
Space...

OLÁ,
MUNDO!



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Code In Place

From Any
Space...

MERHABA
DÜNYA!



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Code In Place

From Any
Space...

HELLO
WORLD



Section Leader Application Deadline:
April 4, 2025 at 11:59 PM
Course Starts:
April 21st, 2025

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Requested Alternates For More **INSTAGRAM ADVERTISING**



**CODE IN PLACE
FROM ANY SPACE**

We have students from 150+ countries around the world and all walks of life.

codeinplace.stanford.edu

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Course Starts:
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**CODE IN PLACE
FROM ANY SPACE**

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Requested Alternates For More **INSTAGRAM ADVERTISING**

FREE



We have students from 150+ countries around the world and all walks of life.

CODE IN PLACE FROM ANY SPACE

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FREE

Python programming certificate course

<https://codeinplace.stanford.edu/public/join/cip5?r=sjec>

Application Deadline:
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Course Starts:
April 21st, 2025

Scan here to apply to the SJEC cohort



Advertising to Section Leaders

STRATEGIC PIVOT

Teach CODE IN PLACE

Section Leader Application Deadline:
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Code In Place

From Any space...

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Code In Place

From Any space...

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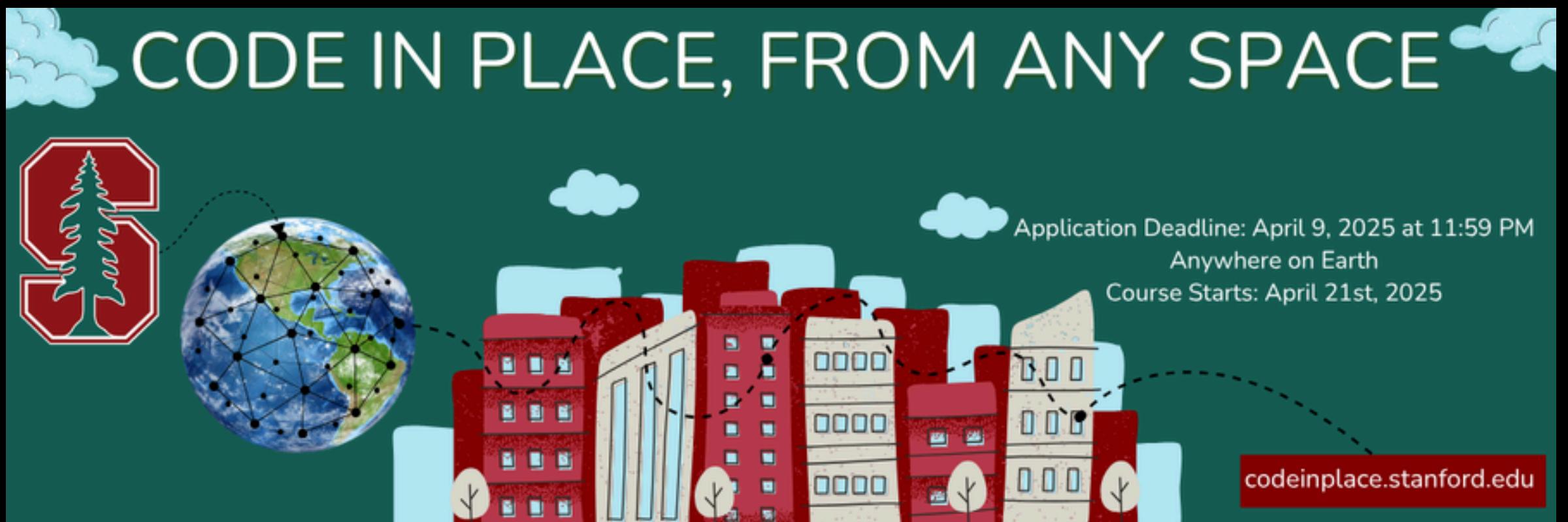
CODE IN PLACE CALL for VOLUNTEERS

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Headers and Footers

This was later modified due to branding rules.



Headers and Footers

Code In Place

2025 Cohort

Our goal is to offer the highest quality free coding course to many students from around the world. Learn (or teach) the first half of Stanford's flagship Intro to Python course, CS106A. Happy Coding!

codeinplace.stanford.edu



Code In Place

Save the Dates

Application Deadline: April 9, 2025 at 11:59 PM Anywhere on Earth
Course Starts: April 21st, 2025

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This includes
moving elements!

One Pagers for Email Communication



CODE IN PLACE 2025 IS HERE!

What is Code in Place?
Code in Place is a free, online, synchronous offering of the first half of Stanford University's famous intro-to-programming course, CS 106A. Watch lectures from professors Chris Piech and Mehran Sahami and join weekly live small group discussions with our hand-selected teachers and fellow students from across the globe. Apply to learn at codeinplace.stanford.edu by end of day April 9th, anywhere on Earth. Classes start April 21st.

Is this class right for me?
Yes! Unless you already know how to code. Code in Place is designed with complete beginners in mind. Our only requirement is that you be able to speak English at a conversational level so that you can make the most of our live group discussions.

Why should I learn to code?
It is fun and you will learn a new way of thinking! Coding feels like magic—computers can help make your imagination come to life. What a great joy and useful skill.

What will I do in the class?
You'll build up to cool topics like working with graphics and data. You'll also get to do exciting projects! There are also lots of optional community events and workshops!

I already know how to code, is there something I can do?
Absolutely! Code in Place only works because of our amazing volunteer teachers. Help passionate students and hone your teaching skills. Apply to teach at codeinplace.stanford.edu by end of day April 9th, anywhere on Earth.

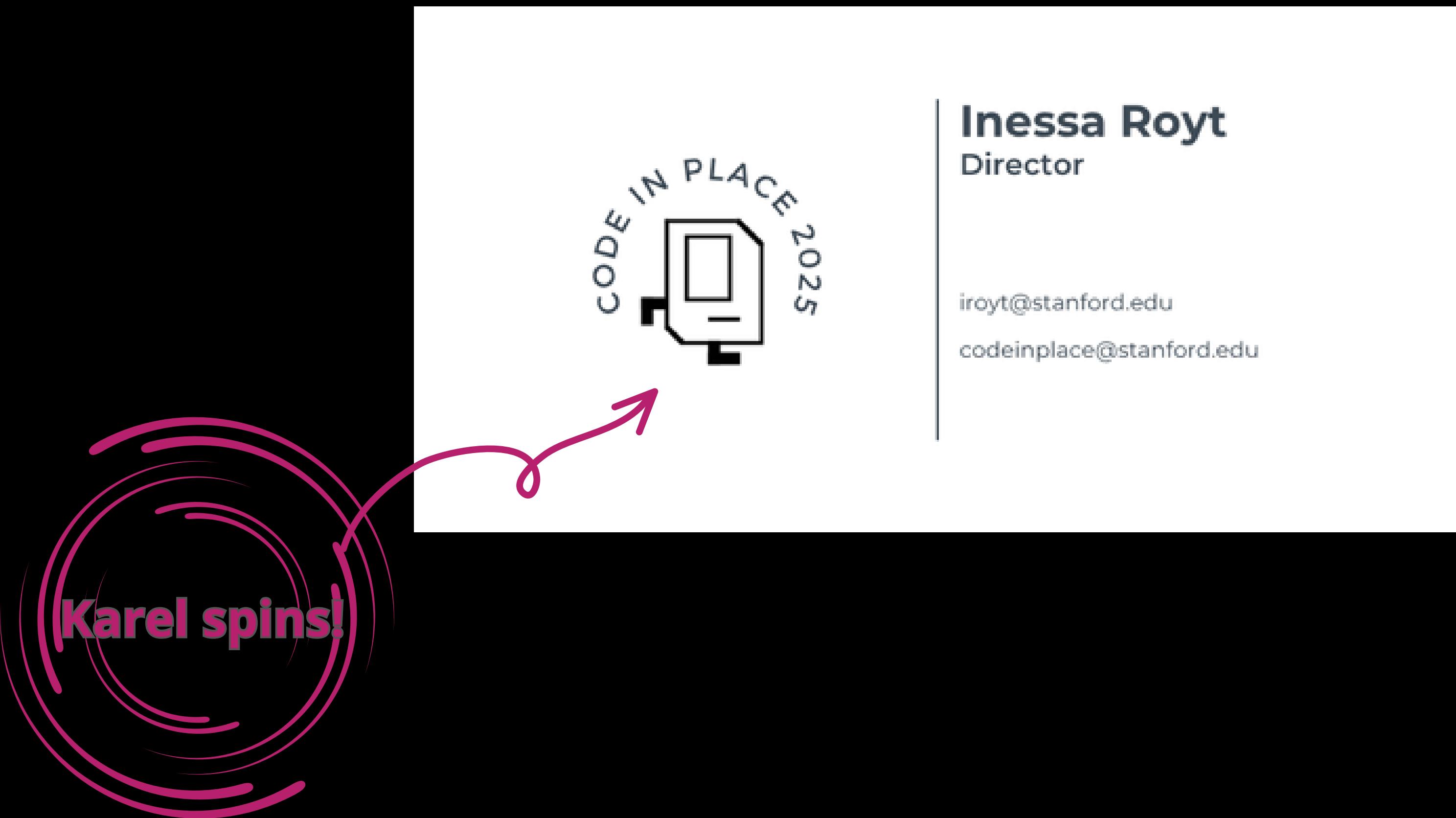


CODE IN PLACE, FROM ANY SPACE

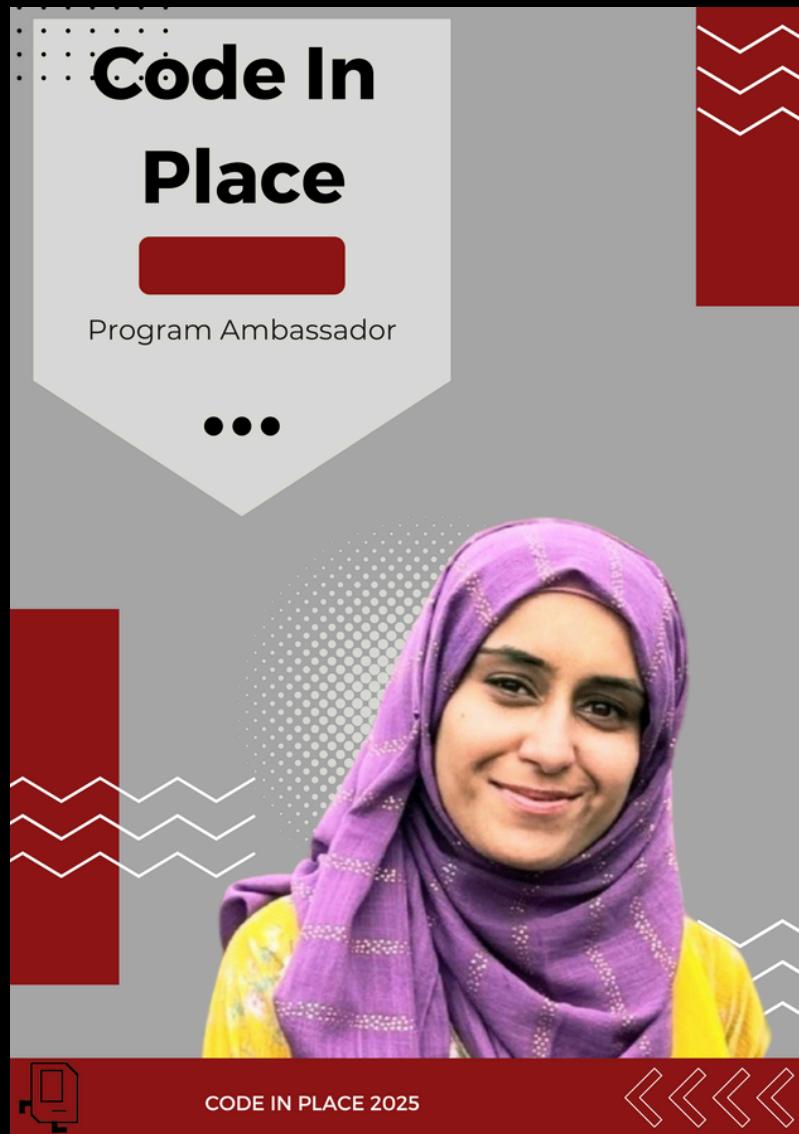
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Employee Email Signature



Custom Ambassador Graphics



AI PHOTO
EXPANSION

Ambassador Graphics (Requested)

This template features a black background with a white border around the central content area. At the top, there is a decorative header consisting of a row of black Q-shaped icons. Below this, the title "Code In Place Program Ambassador" is displayed in a large, bold, dark font. To the left of the title, there is a vertical line followed by three categories: "Python", "Community", and "Free Class", each preceded by a small bullet point. To the right of the title is a photograph of a smiling Black woman wearing a black t-shirt with the text "artists & coders & dreamers & doers." printed on it. Below the photo is a white rectangular box containing the text "ASK ME ABOUT CODE IN PLACE". At the bottom of the page, the hashtag "#CIP2025" is centered.

• Python • Community • Free Class

Code In Place Program Ambassador

ASK ME ABOUT
CODE IN PLACE

#CIP2025

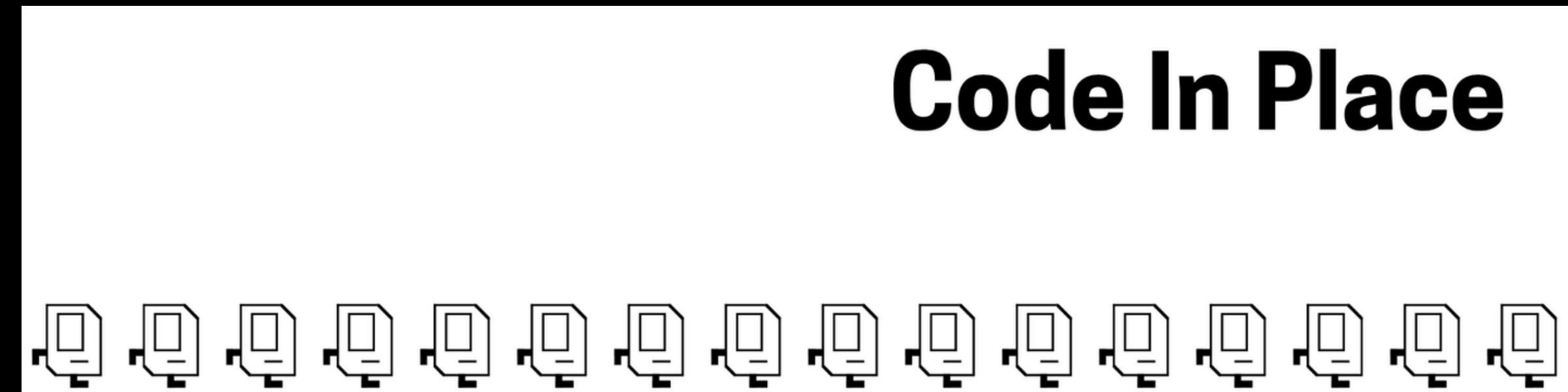
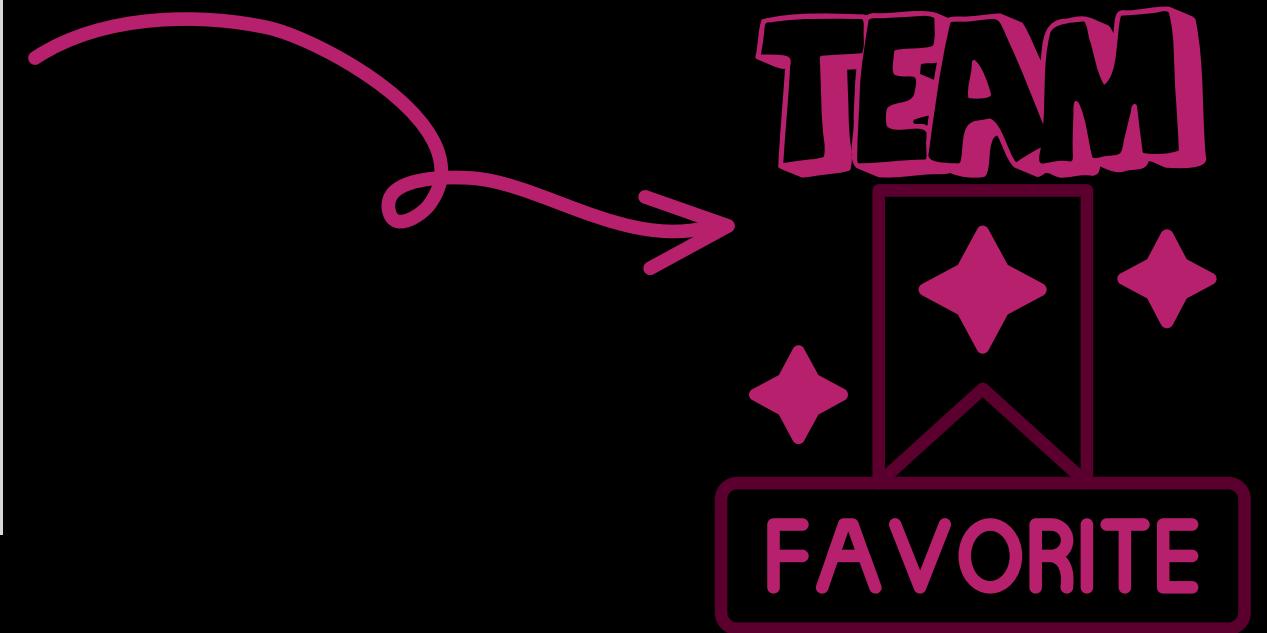
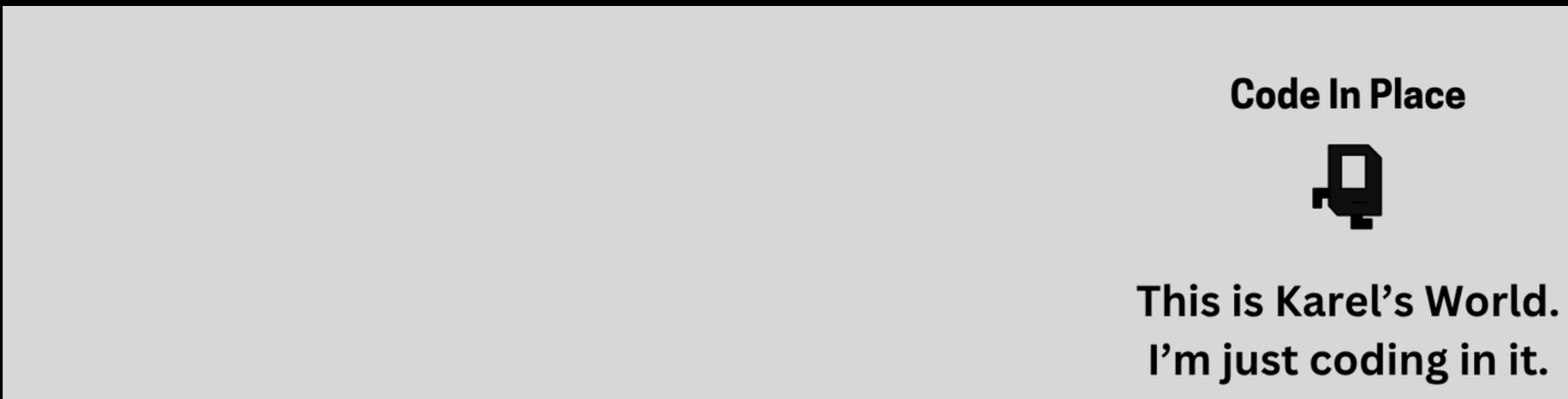
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• Python • Community • Free Class

Code In Place Program Ambassador

ASK ME ABOUT
CODE IN PLACE

#CIP2025



LinkedIn/Social Banners

Code In Place

Program Ambassador



Ambassador Banners

Printable Flyers

FREE

UPCOMING
CODING CLASS



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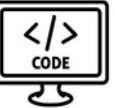


[HTTPS : / / CODEINPLACE . STANFORD . EDU /](https://codeinplace.stanford.edu)

I already know how to code, is there something I can do?
Absolutely! Code in Place only works because of our amazing volunteer teachers. Help passionate students and hone your teaching skills. **Apply to teach at codeinplace.stanford.edu by end of day April 4th, anywhere on Earth.**

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[CODEINPLACE . STANFORD . EDU](https://codeinplace.stanford.edu)

COURSE STARTS:
APRIL 21ST, 2025
ANYWHERE ON EARTH



I made Custom QR codes for the Ambassadors.

Video Content



EXCLUSIVE

INTERVIEW



Outcomes and Global Impact

CiP 5 has the biggest cohort
of Students, Teachers, and
Mentors of any cohort of the
Code in Place program so far!

