

Summer Rollison

WEB DESIGNER

PORTFOLIO



918.565.5593



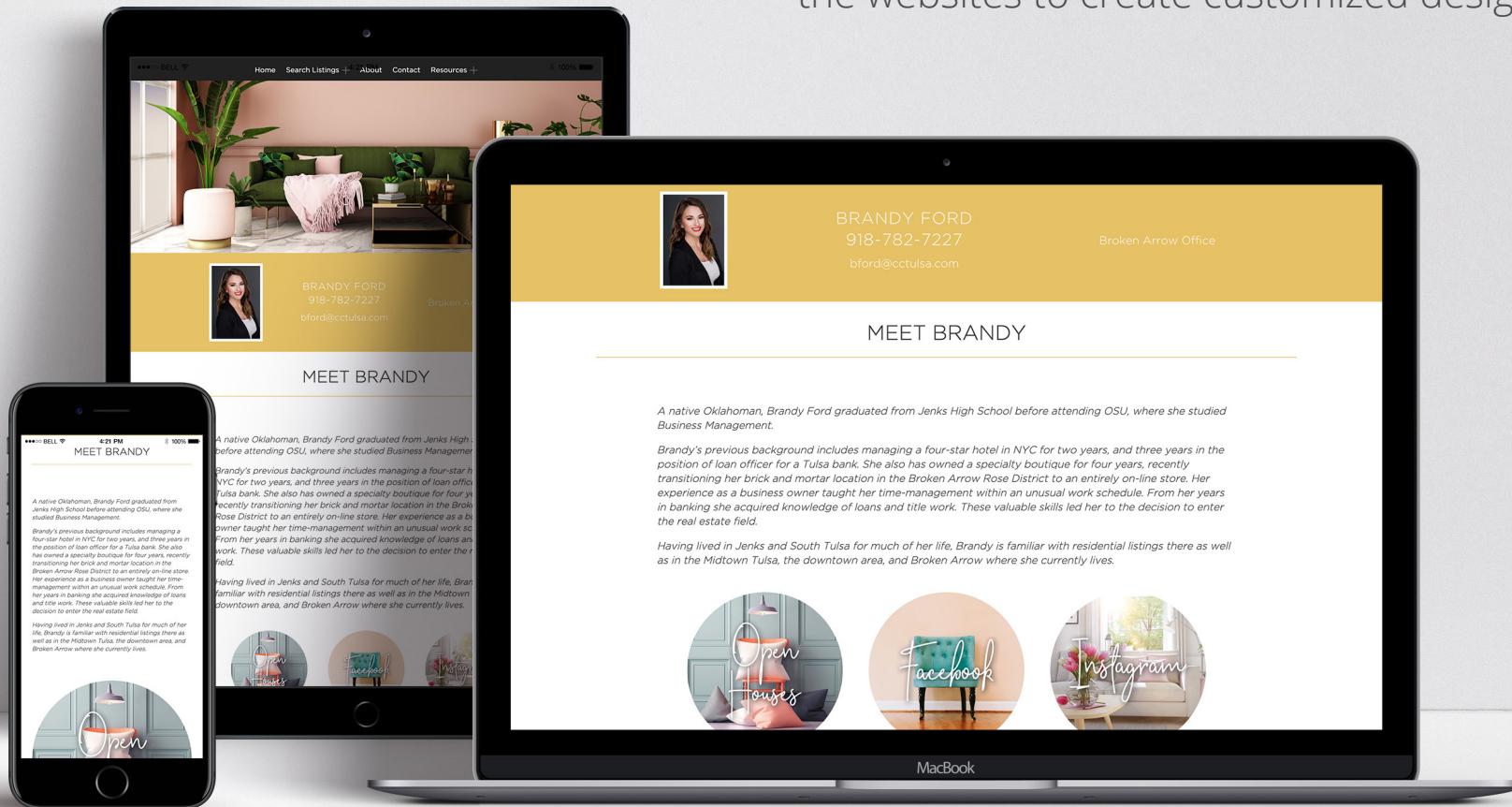
summerrollison.com



me@summerrollison.com

Chinowth & Cohen Realtors

At C&C, I manage 600 individual agent subdomains that had limited customizations available because of the templated approach of our CMS provider. I am tasked with helping agents set themselves apart as much as possible. Bootstrap allows me to work within the strict limitations of the websites to create customized designs.



CHENAULT WYATT HOMES

Midtown Tulsa Office

chenaultwyatthomes@cctulsa.com

MEET CHENAULT WYATT HOMES

The Chenault-Wyatt Homes Team consists of agents Harriet Chenault and Melissa Wyatt.

Both ladies were raised in small Oklahoma towns, Checotah and Pryor respectively, but have called Tulsa home for over 30 years.

They met in 2003 when they became colleagues at Union Alternative High School. During that time they both realized they had a passion for Real Estate and began making plans for that career after retiring from teaching. In 2012, Harriet and Melissa formed the musical act "Two Teachers and a Stolen Piano," which became the "Employee Lounge Trio" in 2013 with David Gray coming aboard to play drums. The trio has performed at various functions in and around Tulsa.

"I love this city! It is such a gem in the heart of our country. It is one of the reasons I am a Realtor in Tulsa. What a great place to make your home!" says Harriet.

Harriet prides herself on being knowledgeable of the Tulsa Metro area and helping guide clients to make informed decisions. Outside Real Estate, Harriet enjoys traveling with her husband, Donnie, baking and gardening.

You might see Harriet around town enjoying her favorite activity, riding her bright red Vespa scooter. "Getting on my Vespa and looking at houses, that is a great day! I want my clients to have that same feeling," says Harriet.

Melissa prides herself on being knowledgeable of the Tulsa Metro Region and helping guide clients to make informed decisions. Outside Real Estate, Melissa enjoys traveling with her husband, Donnie, baking and gardening.

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**Certified
NEW HOME
SPECIALIST™**

JOHN SAWYER, JACK WALLACE, TERRI HESSER
918.289.7065
jsawyer@ccctulsa.com

Midtown Tulsa Office

MEET JOHN SAWYER,

John Sawyer

John Sawyer is a licensed, full-time Realtor with Chinowth & Cohen Realtors, with almost 2 decades of experience in sales and marketing, and extensive experience in interior design and home staging. A Tulsa native, John loves to see families make Tulsa their home and enjoys helping people returning or relocating to his hometown. He has experience with all types of homes ranging from Brookside cottages and Utica Square mansions to South Tulsa neighborhoods, surrounding suburbs and new construction with some of Tulsa's finest builders. John has been a multi-million dollar producer since beginning his career in early 2001.

Jack Wallace

Jack Wallace began his career in real estate in 1993 after graduating from the University of Tulsa with a degree in Marketing. In 1994, Jack joined his own company, Jack Wallace Real Estate Marketing, and has experience in marketing, design, and real estate backgrounds. There is great value in making sure the property being presented is marketable. His experience as an Interior Designer provides assistance whether you are buying or selling.

Terri Hesser

Terri Hesser, a Realtor associate with Chinowth & Cohen, began her career in real estate in 2004. While working at Cordwell Barker in 2004, while working there, Terri helped sell homes all over the area. During that time, one of her clients was a former student at the Cascia Hall private school. She brings a unique perspective regarding education opportunities as well as career paths, 18 years ago she made Midtown, which she feels gives her a wealth of knowledge of so many of Tulsa's finest builders.

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jsawyer@ccctulsa.com

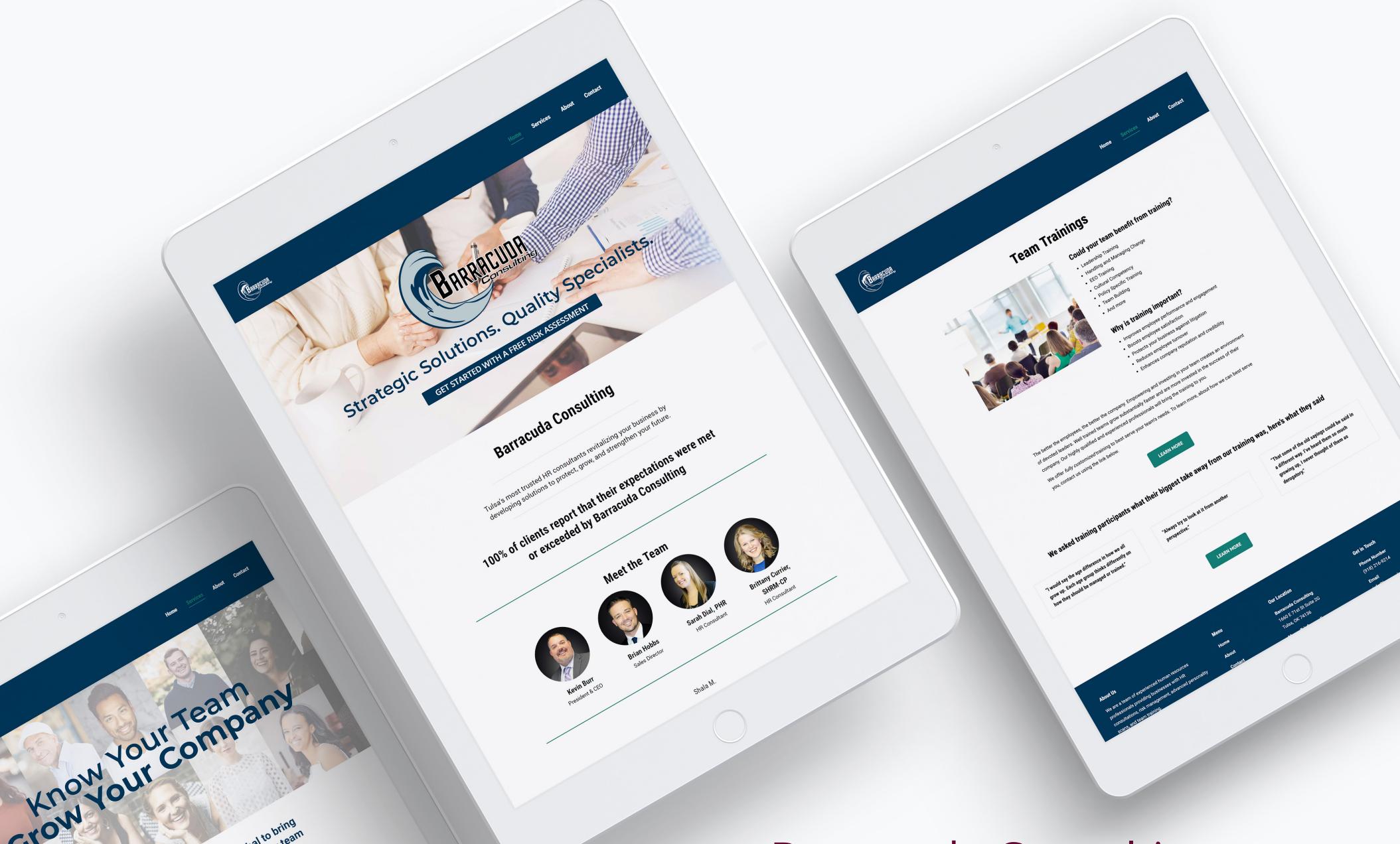
Midtown Tulsa Office

MEET JOHN SAWYER,

John

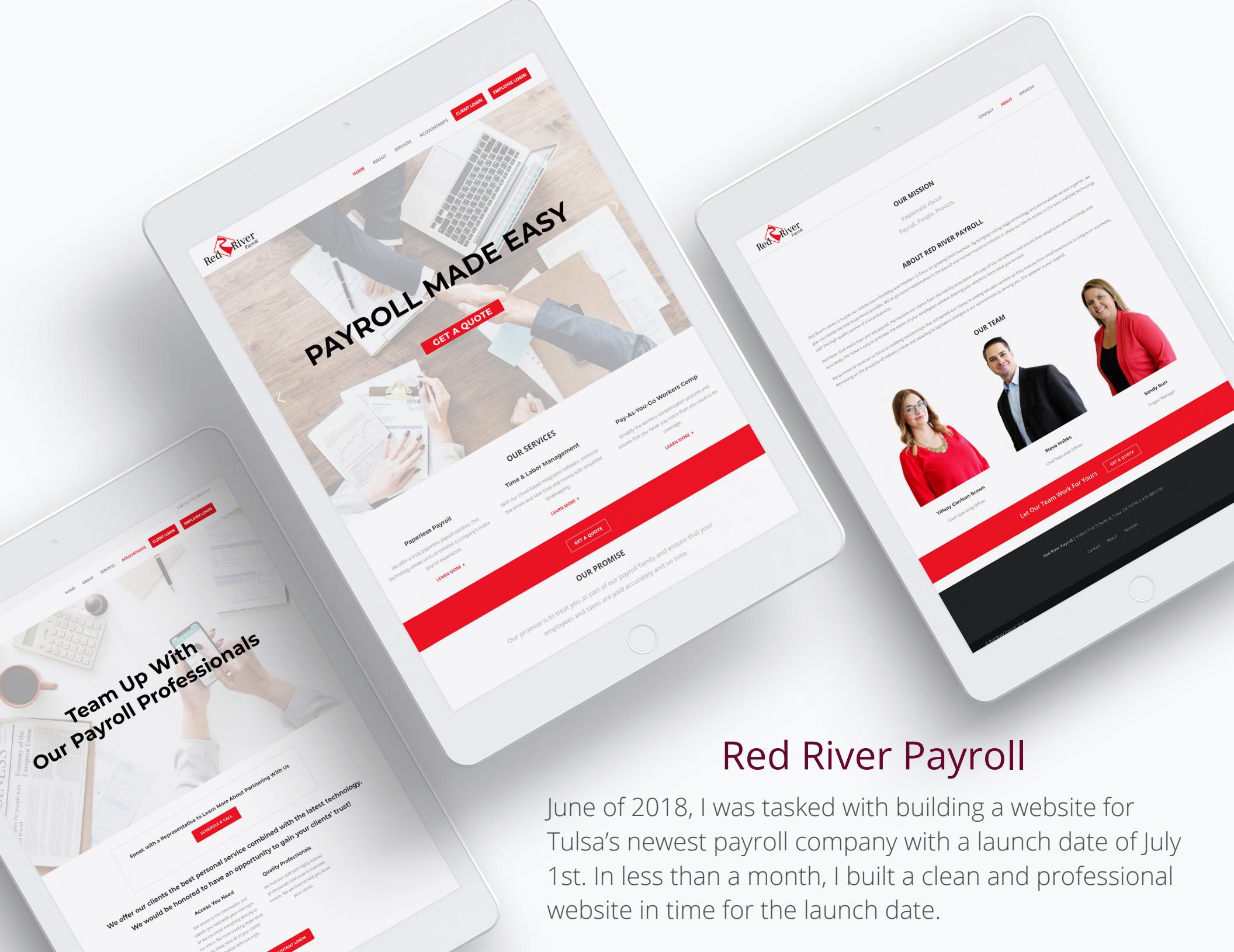
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MacBook



Barracuda Consulting

In January of 2018, Barracuda Staffing expanded its services to include a new brand, Barracuda Consulting. This was the first website I designed.



Red River Payroll

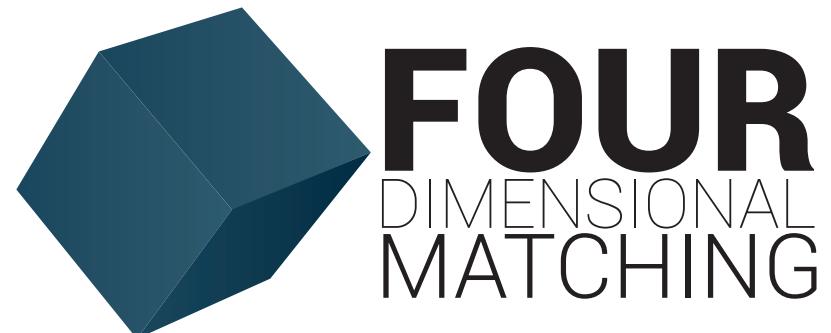
June of 2018, I was tasked with building a website for Tulsa's newest payroll company with a launch date of July 1st. In less than a month, I built a clean and professional website in time for the launch date.

Photography

When I took over Barracuda Staffing's website, and later built websites for Barracuda Consulting and Red River Payroll, I took the initiative to re-shoot the headshots for all three companies to display the professional image desired.



Logo Design



Business Cards



Kevin Burr
President and CEO



(918) 488-0887 office
(918) 361-1082 cell
(918) 488-8399 fax

1660 E 71st, Ste 2E
Tulsa, OK 74136

kevin@barracudastaffing.com www.barracudastaffing.com





KEVIN BURR
kevin@redriverpayroll.com

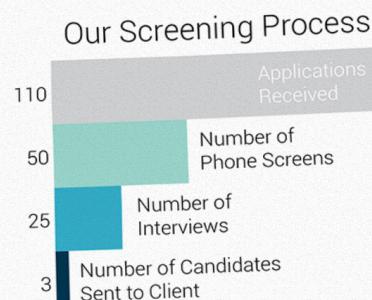
Owner

1660 E 71st Suite 2J
Tulsa, OK 74136
o (918) 488-6196
c (918) 361-1082
www.redriverpayroll.com



Why Barracuda Consulting?

- We take a **head-hunter's approach** and pride ourselves on having the **highest quality candidates**
- Our focus on **permanent placement** lowers candidate turnover
- Clients report that the candidates we send them **out-perform and out-last** other agencies' candidates
- Our reviews speak for themselves; our candidates and clients **love working with us**



* For a generic administrative role, we receive an average of 110 applications. Our process finds the most suitable candidates and we send you the top two or three resumes.

Direct Hire Benefits

- Perfect for mid-upper level management positions
- Reduces turnover by giving hired candidate a sense of belonging and keeps them from looking for other jobs
- Attracts more qualified candidates that would not be willing to accept a temp-to-hire position
- Replacement guarantee if the direct hire quits or is terminated

Business Flyers

Layout design is my specialty. For nine years, I've focused on creating clean and compelling layouts.

This is a sampling of the business flyers I've created. The Barracuda Consulting and Barracuda Staffing flyers are very similar because we wanted the brands to be visually connected.



What is the cost of hiring new employees?

9

Average number of days before someone has time to begin looking over applications for an open position. This is even longer if your team is understaffed or if there is no designated HR department in charge of hiring.

\$4,129

Average cost of each new hire. The time it takes for the hiring manager to look through candidates, conduct interviews, make a job offer, and train a new employee adds up. When you add in the profit losses of the gap between when the position opened and the job was filled, hiring is an expensive undertaking.

41

The number of days, on average, it takes to fill an open position. Sorting through applications and resumes, deciding who to interview, and who to hire takes a lot of time that often cannot be afforded.

20%

Of new hires quit or are terminated by the end of the first 90 days. Maybe it was not a good culture fit or maybe they just could not keep up with the work, either way, your company is stuck doing the whole process over again.

Let Barracuda save you time and money.

JOIN



The Fastest Growing Chamber in the Tulsa Metro

Networking Events

Lunch & Learns

Annual Hispanic Heritage Month Festivities

Sponsorship Levels and Perks

Platinum Member

Sponsorship on marketing materials, Excelencia Awards Gala, and annual golf tournament, and more

Silver Member

Sponsorship on marketing materials, logo and website link on THCC website, and more

Preferred Business Member

Specialized research on Hispanic community, Eligible to host networking events, and more

Gold Member

Sponsorship on marketing materials, banner logo at all events, E-Business Partner status, and more

Bronze Member

Resume access to prospective employees, database access, job postings on THCC website, and more

Business Member

Discounts to membership luncheons and events, membership certificate, and more

Individual Member

Annual calendar, newsletter, discounted member events, participation in Chamber Committees, and more

14201 East 21st Street Tulsa, OK 74134 | Phone: (918) 664-5326 | Fax: (918) 384-0096
execdir@tulsahispanicchamber.com



Book Design

This book was the cumulative presentation of my capstone course.

The project was unique because we had to stick within the branding guidelines of the organization we were working with, Muscular Dystrophy Association, while adding our own creative elements. My team went on to be recognized for having the best book design in the course.

These are a few excerpts from my design.



Overview



The Producers Group

The Muscular Dystrophy Association of West Texas (MDA) enlisted the help of The Producers Group to help promote the 2018 Muscle Walk. The team conducted research in order to thoroughly understand the organization and the Muscle Walk before creating a unique campaign to reach the MDA's goals. In the end, the team has built a campaign for your organization that we believe will improve the Muscle Walk event not just for 2018 but for years to come.

Situation Analysis

In order to help the team understand your organization, we first met with Shayla Hammock and Chelsea Nichols. They provided a base of information to build off of. This started the creative process for us. These two women gave us their personal experiences with the Muscle Walk, as both participants and organizers. Their insights and visions for the walk were all the inspiration we needed to begin our planning.

The problem we were trying to address was the significant drop in donations the 2016 Muscle Walk received. The 2015 walk raised \$33,000 while the 2016 walk raised \$22,000. This change was due to the loss of total sponsors and the smaller contributions made by remaining sponsors.

To understand how to address this, we researched other MDA Muscle Walks as well as all the available information on the MDA. We found that your organization has a strong base of families in the Lubbock area and 12 repeat sponsors for the Muscle Walk. This bodes well for future growth. This base will allow for the MDA to grow its audience to the general Lubbock population.

The MDA has a lot of opportunities for expanding the walk. New relationships can be established with local media, student organization at Texas Tech University (TTU) and local businesses. Additionally, researching other Muscle Walks gave us ideas for improving the Lubbock walk.

Research

We conducted research to answer the four research questions we developed: How is the current Muscle Walk perceived by participants? What motivates Lubbock community members to donate time or money to a nonprofit? What elements of an outdoor nonprofit fundraiser makes an event more enjoyable according to the Lubbock community? And finally, what factors do businesses consider when deciding to sponsor a nonprofit event?

We identified our target audiences as Lubbock community members who have participated in the walk, those who have not and local businesses. The team felt that these groups would be the most direct way to answer our research questions. Two surveys were used to reach these target populations.

The first survey, the Community Survey, was used to ask questions about the Muscle Walk event and pose ideas for improving the event. The first question asked if they had ever participated in the Muscle Walk. Depending on their response, they were given different questions. Individuals who had participated were asked to rate their experience and to give insight into what would make the walk more enjoyable. Those who hadn't been to the walk

were asked more generalized questions about what they enjoyed about outdoor nonprofit events. However, at the end of the survey, all were asked the same seven demographic questions.

The second survey was the Business Survey. This survey was distributed via email to businesses in the Lubbock area. It focused on requesting responders to explain the factors taken into consideration when businesses are deciding to sponsor a nonprofit event. This survey shined light on what your organization can do to encourage more sponsors to contribute to the Muscle Walk.

The primary research helped us come up with a few recommendations. Communication with Lubbock locals need to be sent on Facebook, Twitter and through local media. The messages should aim to discuss who the nonprofit benefits and where the money is going. When talking about the benefits, we recommend localizing this message. Showcasing a local family that the MDA assists would give a face to the organization. This gives the Lubbock community members a personal connection to the nonprofit.

For reaching out to potential sponsors, the research showed that emails and phone calls were the best methods. Businesses want to be contacted in a personal way and be told exactly where their donation would be going.

Campaign

The original goal your organization laid out for us was to increase the number of participants, local sponsors and teams by 25 percent and to raise \$30,000. To reach this goal, we came up with four objectives.

Objective one focuses on increasing the number of registered participants and teams. In order to do this, we came up with strategized communication using social media and local media outlets. Provided in the Appendix B is a social media content calendar, media kit and suggestions for messaging. This is all designed to increase the attention the Muscle Walk receives in the weeks leading up to the walk.

Objective two is about increasing the number of volunteers for the Muscle Walk. Ms. Nichols stated that 35 volunteers are needed. Due to the large number of students in Lubbock, we decided to attempt to pull volunteers from this population.

Objective three aims to increase the number of local sponsors by 25 percent. To help you reach this goal, we have given you messaging strategies, sponsorship incentives and a contact list of local businesses.

Objective four is where significant changes to the walk happen. We wanted to make the Muscle Walk a very exciting and memorable event that becomes a staple of the Lubbock community. To accomplish this, we designed *Under the Big Top*, a carnival theme for the Muscle Walk.

The team did not want to pull attention away from the walk itself. To prevent this, the carnival games and activities will not be available until after the walk is complete. Volunteers will hand out game tickets to participants as they reach every quarter of the

mile-long walk. Additional tickets will be sold during the carnival to encourage further donations. The carnival games are all family friendly and budget friendly to build. The game booths are designed to last for several years. The instructions for the carnival can be found in the appendices.

This objective is divided into two options. Option one is to keep the event at Buddy Holly Park like normal. The second option is to move the walk to the TTU campus park, Urbanovsky Park. Moving the walk would pose a few new challenges but offer a lot of benefits.

Also recommended in the fourth objective, is to request local food trucks to come out to Buddy Holly Park. Our research showed that people want food to be available but that they do not mind paying for it themselves. There is no need for the MDA to buy a lot of food or request for donations of food. Food trucks are a simple way to feed a large group of people while also providing them with lots of options for their lunch. Due to TTU's regulations, food trucks could not be in attendance if the walk is held at Urbanovsky Park. In this instance, we have recommended inviting local restaurants to be Muscle Walk sponsors by donating food.

The Producers Group feels that *Under the Big Top* will reach its goal of increasing community support and business sponsors. In the chapters that follow, instructions and materials are provided to help the MDA accomplish these objectives.



Executive Summary

The Muscular Dystrophy Association (MDA) hosts an annual Muscle Walk in Lubbock, Texas. The event consists of participants joining teams to raise funds for muscular dystrophy research and showing up on the day of the event to complete a one-mile walk. The MDA has hosted this walk yearly since 2014. The 2016 walk saw a significant drop in donations made due to a decrease in business sponsorships.

The West Texas MDA is based in Midland where five individuals work to assist families in 83 counties. Normally, Lubbock has one individual, the Lubbock Area Director, who is dedicated to the families and events in the Lubbock area. Unfortunately, this position is currently empty, which leaves one person in charge of both Amarillo and Lubbock. This issue, coupled with the fact that there is no budget for the 2018 Muscle Walk, poses a few issues for the event.

Keeping in mind the individuals and organizations that are invested in the success of the walk, there are several factors to examine when considering the current situation of the Muscle Walk. The purpose of the event is to support individuals with muscular dystrophy and therefore must accommodate their needs. As with any outdoor event, weather changes have to be considered as a possibility.

The strength of the MDA lies in the strong foothold your organization has in the Lubbock community. With a large number of local families registered with the MDA comes their friends and support systems that are already invested in similar interests as the MDA. The weaknesses of the MDA and the Muscle Walk mostly revolve around the promotion and communication efforts. Communication on social media needs to be more consistent and frequent. For traditional forms of media the MDA needs to establish relationships and provide event details to allow news stations to promote the event to the MDA's audiences.

The following analysis was done in order to provide context to the coming campaign plan. The Producers Group had to take into consideration a multitude of obstacles and goals. This analysis provides insight into the process behind the creation of the campaign. In order to meet the MDA's goal of increased funding and community participation of the Muscle Walk, the team first needed to fully understand the current situation that the Muscle Walk is in.

Situation