

## FACT SHEET

We are a full-service student consultancy, headquartered at the University of Miami. Founded in 2017, Orange Umbrella is an organization run by student professionals.

### AT A GLANCE:

**January 2017** was the official beginning of the Orange Umbrella Consultancy.

**25 Clients** have worked with our consultancy, with many more to come!

**Managing Director Melissa Jane Barnes** is dedicated to bridging the gap between education and real-world experience. MJ managed iconic brands at CP+B such as Volkswagen, MetLife, and American Express Travel before coming to Miami.

**44 Students** make up the backbone of the Orange Umbrella Consultancy.

**Students come from all backgrounds and majors**, including Advertising, Public Relations, Cinema, Communication Studies, Broadcast Journalism, Finance, Human Resources, Business Administration and more.

**5 Departments** work collaboratively under our Orange Umbrella. These departments include: Creative, Public Relations, Production, Business Development, and Account Management.

### VALUE PROPOSITIONS:

1. We are professional, hungry, elite, and relentlessly motivated to create brilliant, artistic work for our clients.
2. As a part of the University of Miami, we utilize its extensive network of connections, along with the newest technology in our industry.
3. We pay great attention to our clients and value collaborative work. Rather than working for you, we want to work with you.
4. All work that we produce is carefully reviewed for the highest level of quality.

### APPROACH:



**STRATEGY &  
BRANDING**



**EXPERIENTIAL &  
PUBLIC RELATIONS**



**INTERACTIVE  
MEDIA**



**CONTENT  
DEVELOPMENT**