

PLAYBILL

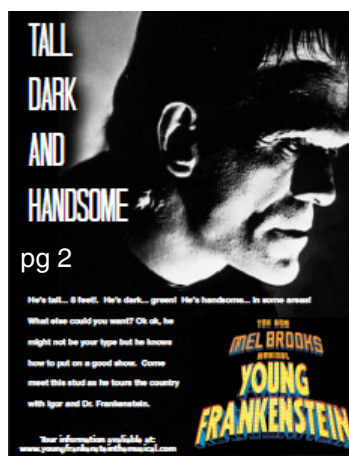
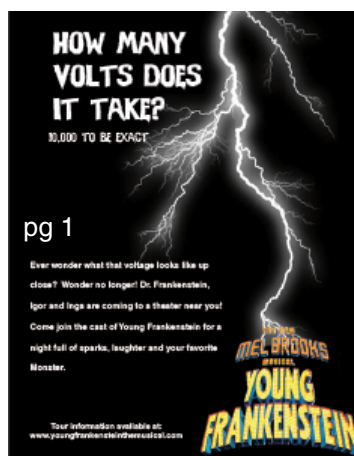
LUZ RAMIREZ



www.luzramirez.com

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LUZ RAMIREZ, '10, is a native from the Dominican Republic whose passion for the art of advertising and public relations brought her to the Rochester Institute of Technology. She is currently a college senior who looks forward to continuing to use her education to create events and plans to raise funds for charities.

1. What did you want to be when you were a kid? Model, Gymnast and a Scientist

2. If you had a theme song, what would it be? Don't Rain On My Parade

3. What is the one thing you learned that you'll never forget? Self-worth

4. What's on your iPod? a ton of musicals because they're my life

5. If you could have three people, living or dead, over to dinner? Lucille Ball, Barack Obama and My mother at my age

6. Why did you choose RIT? Because of my program and I needed a change of scenery

7. Who is your personal hero and why? My mother, she's made me who I am today

8. What is/was your favorite college course? Internet Marketing

9. What advice would you give to yourself 10 years ago? Get into Broadway!

10. If you could have one super power what would it be? Ability to be good at everything



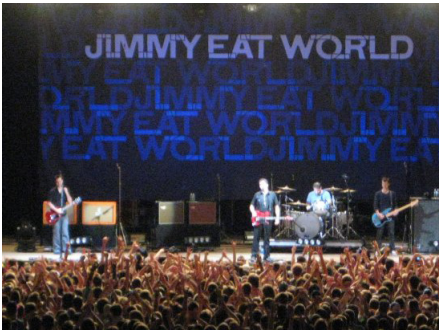
LUZ RAMIREZ (*Self*)

Hi! My name is Luz Ramirez and I am an Advertising and Public Relations alumna of the Rochester Institute of Technology. As you will see through my portfolio, I have a lot of experience in many fields. I am passionate about events, social media and the creative side advertising and marketing. I am enthusiastic about everything I pursue and strive for perfection. I pay a lot of attention to detail and can ensure that my work will meet and exceed expectations.

As you flip through my portfolio you will find my copywriting, events, design for publication and research work. I created my portfolio in the form of a playbill because it best represents me, seeing that I am an avid theatergoer. I hope you enjoy my portfolio and I would love to hear any input you have on my portfolio. Please feel free to contact me at anytime.

Let's Party

For the past two and a half years I have been planning events for the Rochester Institute of Technology as an employee of the College Activities Board. It is here where I've grown into the successful person I am now. Through the many events that I've planned and managed, I have learned how to properly manage large scale events, budgeting and the ins and outs of event planning.



How Many Volts Does It Take?

Copywriting: Young Frankenstein Ad 1

HOW MANY VOLTS DOES IT TAKE?

10,000 TO BE EXACT

Ever wonder what that voltage looks like up close? Wonder no longer! Dr. Frankenstein, Igor and Inga are coming to a theater near you! Come join the cast of Young Frankenstein for a night full of sparks, laughter and your favorite Monster.

Tour information available at:
www.youngfrankensteinthemusical.com



Dividends Alumni Magazine

Rochester Institute of Technology

Dividends

Alumni Magazine

2009/2010

E. PHILIP
SAUNDERS
COLLEGE OF BUSINESS

E. PHILIP SAUNDERS
COLLEGE OF BUSINESS
MAX LOWENTHAL BUILDING 12

Alumni Profiles

Charles Brown '79



Skipper Brown Hoists the Cruise de Great Lakes Adventure

By MARCIA MORPHY

Charles Brown says “I fell in love with her the first time I saw her”—a 40-foot sailboat with a 13.5-foot beam and 5-foot draft named *Rhapsody*.

“I call it a mid-life purchase, but actually it was our family’s third sailboat,” he says about the Sabre 402 yachting vessel that was built in 1999 and commissioned a year later. “My wife, Renee, and I got bigger boats as our family grew, and we would spend

summers with our two sons sailing around Lake Ontario and the Thousand Island region of the St. Lawrence River.”

Although *Rhapsody*’s home—port is the Rochester Yacht Club, she’s currently winterized in Brown’s native home of Waukegan, Ill., after spending an eventful summer cruising Lake Ontario, Lake Erie, Lake Huron, Lake Superior and Lake Michigan.

Why? Because “Skipper” Brown literally went off the deep end last winter by suggesting to the woman he has been married to for 37 years

and sailed together with since high school—“To go on an ultimate adventure: Sail around the world. But Renee’s answer was, ‘I’ll fly out and meet you at any port,’ and that’s when I realized I had to come up with a more negotiable plan,” Brown says with a laugh.

“Last winter she agreed to take two years and sail the Great Lakes with me.”

“Renee was most concerned if something were to happen to me during the cruise, so in May 2008, she qualified with her U.S. Sailing Bareboat Certification,” Brown explains. “So we ended

Faculty Profiles

Robert Barbato



Barbato, right, with wife Linda

By LUZ RAMIREZ

For more than 30 years Professor Bob Barbato has taught management in the Saunders College of Business. Shortly after graduating from Michigan State University, he came to RIT to pursue his lifelong dream of teaching. Currently, Barbato teaches courses in management, business ethics, organizational behavior and entrepreneurship. The Saunders College of Business has always felt like a second home to him. “This college allows me to work with great students and has given me an

amazing career,” he says.

One of the greatest benefits of working at the Saunders College has been the travel opportunities Barbato has been able to take advantage of. He has had the opportunity to teach and lecture in Kosovo, Dubai, Saudi Arabia, the Czech Republic, Hungary, South Korea, Ethiopia and Great Britain, allowing him to meet and teach students from all over the world.



The most memorable of these students was a young Ethiopian man named Abel. “He wanted an MBA but had no money, no visa, and no sponsor to bring him to the United States,” Barbato recalls. With help from Barbato and RIT, Abel was able to attend RIT and complete his MBA. “Watching him graduate and knowing I helped him was one of the greatest moments of my life.” Abel is now an accountant in Virginia, where he lives with his wife and two children. “My wife, Linda and our two daughters, Lauren and Lisa think of them as part of our family,” says Barbato.

What I've Done



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Website: luzramirez.com
Twitter: luz_ramirez
Linked In: LuzERamirez

OBJECTIVE

To obtain a full time marketing position utilizing my knowledge of advertising, marketing and event coordination.

EDUCATION

Rochester Institute of Technology	2006-2010
Major: Advertising / Public Relations	
Minor: Creative Writing	GPA: 3.44

RELATED COURSES

- | | |
|----------------------------------|----------------------------|
| • Campaign Management & Planning | • Online Advertising |
| • Buyer Behavior | • Public & Media Relations |
| • Internet Marketing | • Marketing for Nonprofits |

EXPERIENCE

Technical Support Representative	Nov 2010 – Present
M5 Networks, Rochester, New York	
<i>Troubleshoot IP phone and network issues for all corporate clients.</i>	

Special Events Manager	April 2008 – May 2010
College Activities Board, Rochester Institute of Technology	
<i>Developed, implemented and coordinated weekly events and major concerts on the RIT campus with attendance ranging from 50 to 4,000 students.</i>	

Development Assistant	Jan 2010 – May 2010
E. Philip Saunders College of Business, Rochester Institute of Technology	
<i>Assisted in the development of events, gift acquisitions, donor stewardship and annual gift giving.</i>	

Dividends Magazine Editorial Manager	Sept 2009 – Feb 2010
E. Philip Saunders College of Business, Rochester Institute of Technology	
<i>Conceptualized, wrote articles and designed the 24 page alumni magazine, Dividends which was distributed to 15,000 business alumni.</i>	

Marketing & Employee Relations Intern	May 2009 – July 2009
Excellus Blue Cross Blue Shield, Rochester, New York	
<i>Gathered employee satisfaction information, created programs for internal requests and marketed the employee benefits program to the company.</i>	

Student Marketing Consultant	Dec 2008 – Feb 2009
Haulen, Rochester, New York	
<i>Created a strategic marketing audit and proposed enhancements to the company's internet marketing strategy increasing sales by 30%.</i>	

PROGRAMS & SKILLS

- | | |
|---------------------------|-----------------------|
| • Blackbaud Raiser's Edge | • Social Networking |
| • Adobe Creative Suite | • In-depth Researcher |
| • Microsoft Office Suite | • Internet Marketing |

Tall, Dark and Handsome

Copywriting: Young Frankenstein Ad 2

TALL
DARK
AND
HANDSOME

He's tall... 8 feet!. He's dark... green! He's handsome... in some areas!

What else could you want? Ok ok, he might not be your type but he knows how to put on a good show. Come meet this stud as he tours the country with Igor and Dr. Frankenstein.

Tour information available at:
www.youngfrankensteininthemusical.com

THE NEW
MEL BROOKS
MUSICAL
YOUNG
FRANKENSTEIN

Senior Thesis in Communication 2009- 2010

Abstract

Full Paper: luzramirez.com/research

Online video games have exponentially grown in popularity since their creation. Millions of Americans are spending the majority of their free time and money on online video games. For these reasons, advertisers have taken notice and are allocating large amounts of resources to in-game advertisements. The young age of the online gaming medium has created a lack of specific research for advertisers to use when planning media campaigns.

This study aimed to examine and report the attitudes and experiences gamers have towards in-game advertisements through empirical methods. Experimentation provided several sets of significant data, centered around ad recall and gamer attitudes. The results of this study stand to improve gamers' experiences in online video games and advertisers' in-game marketing techniques to form a mutually beneficial relationship between consumers and advertisers.

Haulen Internet Marketing Plan

Abstract

Full Paper: luzramirez.com/research

The Centristic Consulting Group marketing plan is a strategic outline to promote brand recognition for Haulen Ass, a division of US Transportation Products, Inc. Haulen Ass is a innovative designer of aftermarket Harley-Davidson parts. In order to create a marketing plan for Haulen Ass, Centristic Consulting Group did extensive secondary research on the industry, Haulen Ass' competitors, and target markets. In doing this Centristic Consulting Group was able to create a solid foundation in order to develop objectives suitable to meeting Haulen Ass' business goals for market development.

Centristic Consulting Group then developed these tactics specific to Haulen Ass' business model and target markets. These approaches focused on developing brand recognition, online presence and social networking initiatives. Suggested activities include supporting web presence and Youtube campaigns with offline promotions, increasing social networking activities and redesigning their corporate webpage. After tactics were expanded upon in a three-tier marketing plan, methods of measurement and Centristic Consulting Group projected implementation schedule. By following the strategic plan, Haulen Ass will be able to develop their brand recognition and increase their return on investment.

Just What The Doctor Ordered!

Copywriting: Young Frankenstein Ad 3

JUST WHAT THE DOCTOR ORDERED!



They say laughter is the
best medicine and we
have plenty for you!
Join the cast of Young
Frankenstein as they tour
the country bringing relief,
laughter and comedy to all.

THE NEW
MEL BROOKS
MUSICAL
YOUNG
FRANKENSTEIN

www.youngfrankensteinthemusical.com

Let's Talk

I hope you've enjoyed my senior portfolio and I would love to have a conversation with you. My contact information is listed below; please feel free to contact me.

Send me a letter:

Luz Ramirez
487 Averill Ave Apt #4
Rochester, 02745

Call me:

Tel: (508) 991-1212

Shoot me an email:

Email: ler6746@gmail.com

Follow me:

Website: luzramirez.com
Twitter: [luz_ramirez](https://twitter.com/luz_ramirez)
Linked In: [LuzERamirez](https://www.linkedin.com/in/LuzERamirez)
Second Life: [Zephyr Wingtips](#)

Gracias!

Mom

Hi mom! First, I have to thank the most important person in my life. My mother sacrificed a lot to give me what I have today and I appreciate all of it. She puts up with my weird ideas, comforts me when I'm discouraged, pushes me when I'm lazy and makes me feel like I'm the greatest at anything I do. This ranges from my failed cooking experiments to homemade birthday cards to all of my current work. I wouldn't be the person I am today without my mother... so you can blame her!

Brother

Even though you've terrorized me, called me names and broken my Barbie dolls I love you because no one can make me laugh the way you do!

Best Friends

You girls and guy have made my life full and happy and I wouldn't want to know where I would be without you. Thank you for all the criticism, fun nights and long talks.

Gabe

I wonder if putting someone in your portfolio has the same effect as their name tattooed? I hope not! For the last two years you've been my greatest ally, my show buddy, personal assistant and the nicest person I've ever known.

