

OI

MAKENNA  
*Creative Portfolio*  
PICKERING

VERSION 2.0 - 2020



# MAKENNA PICKERING

02

*Creative Professional*

## GET TO KNOW ME

Hi there! My name is Makenna Pickering and I want to share a little bit more about myself.

I just graduated from the University of Nebraska-Lincoln with a Bachelor's of Journalism, where I studied Advertising and Public Relations. I also minored in Business and Global Leadership.

The ins and outs of social media today, are what light a passion inside of me. I am always eager to learn and keep up with trends going on in the digital world.

On a typical day, you will find me reading the latest Reese Witherspoon Book Club favorite, rewatching Criminal Minds for the thousandth time, or going to the dog park with my Australian Shepard.

To learn more about me and what I do: KEEP READING!



# EDUCATIONAL HISTORY

## COLLEGE

I graduated from the University of Nebraska-Lincoln in May of 2021. I received a Bachelor's Degree in Journalism, while studying Advertising and Public Relations. Over the course of my quick three years, I also completed minors in both Business and Global Leadership. To learn more about the work I have done over the years: KEEP READING!



# WORK EXPERIENCE

## 01 NEBRASKA DIAMOND

At my time at Nebraska Diamond, I learned many things as their Social Media Intern. Here are some tasks that I completed on a day-to-day basis:

- Managed all social media for the company
- Created content calendars to stay organized and identified dates to post on Facebook and Instagram

## 02 HURRDAT MEDIA

Currently, I have the privilege of learning and perfecting my craft as a Social Media Intern at Hurrdat Media. Here are some projects I've had the opportunity to work on:


- Promote content for creators across all social platforms
- Increase searchability and optimization of creators' content on YouTube
- Create engaging and authentic newsletters to interact with clients and employees

## 03 CHRIST LINCOLN SCHOOLS


I have been a part-time daycare teacher at Christ Lincoln Schools for a year and a half and have learned so much. Here are skills that I have learned that can be applied to any profession:

- Utilize communication skills to further childrens' learning and growth on a daily basis
- Interact and forms respectful and appropriate bonds with parents, children, and colleagues

# SKILLS AND ABILITIES




Ability to work  
in a collaborative  
setting




Possess excellent  
communication  
skills that allow  
for positive  
interaction with  
others on a daily  
basis




Familiar with Adobe  
Creative Cloud Suite  
Including: Photoshop,  
InDesign, LightRoom, and  
Premiere Pro



Proficient with  
Microsoft Office  
Including: Word, Excel,  
PowerPoint, and  
OneNote



Utilizes internal forms  
of communication and  
design including:  
Canva, Mailchimp, and  
SproutSocial



Experienced in all forms of  
social media including:  
Facebook, Instagram,  
Twitter, Tik Tok, and more



06

# NOTABLE PROJECTS

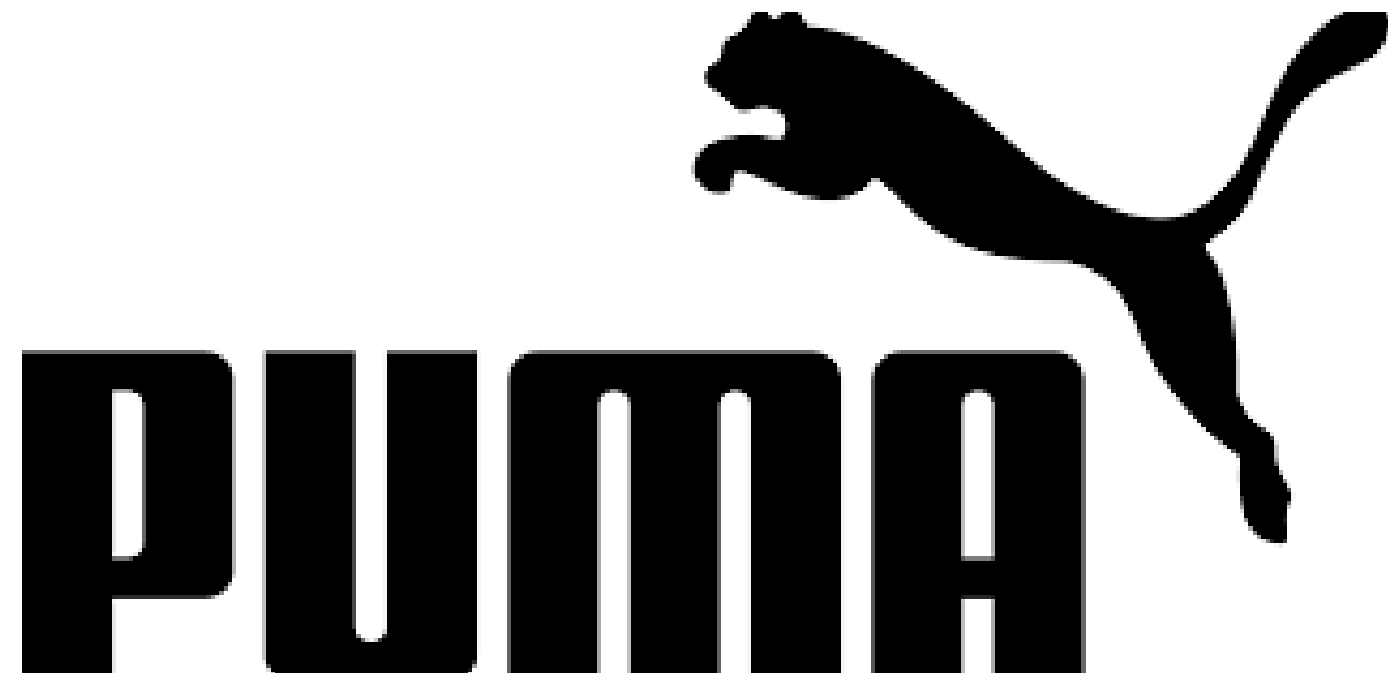
MY BIGGEST ACCOMPLISHMENTS



CREATIVE PORTFOLIO



# PROJECT 1



## PUMA REBRAND

Sophomore year, a group of my classmates and I were tasked with creating a top-to-bottom rebranding campaign for Puma footwear. Take a peak at our IMC Plan Book on the next page!

# PROJECT

In order to rebrand Puma, an already established brand, it was vital to our team to find a target audience that was right for the brand and once we found that, we were able to create a strong campaign moving forward. Read a little bit about the research we conducted for Puma in this section of our Plan Book.

researched four different athletic shoe industries: Nike, Adidas, Reebok and New Balance.

## The Audience

**Target audiences:** Puma's **primary** target market for this campaign is college females, ages 18-24. According to MRI+, the percent detail for this age range is 12.07 with an index of 178, and the percent detail for women is 61.45 with an index of 91. One **secondary** target market for this campaign will be college males, ages 18-24. According to MRI+, the percent detail for this age range is 12.07 with an index of 178 (same as our primary target market), but the percent detail for males is 38.55 with an index of 116 -- not quite as high as that of females. Another **secondary** target market for Puma, ages 25-54. According to MRI+, the percent detail for those in this range is 69.52 with an index of 130.

**Target Audience Segment:** Puma's first area of segmentation will be **gender**. For Puma footwear, women have a percent detail and an index that is higher than that of males, therefore females will make up their primary target market, while males will be a part of their secondary target market. Another area of segmentation for Puma's target markets will be **race**. According to the data for Puma Footwear in MRI+, it will be in Puma's best interest to target African Americans, Hispanics, and Caucasians.

- African American have a percent detail of 30.63 with an index of 231.
- Hispanics have a percent detail of 25.37 with an index of 180.
- Caucasians have a percent detail of 54.42 with an index of 71.

Puma's final are of segmentation for their target markets will be **average household income (HHI)**. Puma should focus the most attention on those with a HHI of \$60,000-\$75,000 or \$50,000-\$59,000. Those with an HHI of \$60,000-\$74,999 have a percent detail of 12.51 and an index of 132.

**Consumer insights** Based off of the demographic and psychographic information we collected, we were able to conclude that, first and foremost, the members of Puma's primary target market (college aged females) live an trending, active and healthy lifestyle. Puma believes that "the future is female." They are also aware of celebrities and social media influencers, and the impact they have on consumers and their decision making process in making purchases. That being said, Puma is working with Kylie Jenner and Rihanna, who are very well known by Puma's primary target audience.



# PROJECT 02



## AERIE CAMPAIGN

Junior year, I was personally tasked with creating a more in-depth campaign of an already existing brand, focusing on personal tactics and media promotions that I would choose to do for a campaign. I chose the brand Aerie. Take a look at the media schedule I planned for this campaign!

# PROJECT

I created media tactics that I thought would help make this campaign a success. Including various types of media will help your brand stand out!

## 01 - BLOG POSTS

- Aerie will be writing blog posts leading up to and during the event. These blog posts will talk about finding the right clothes for your body type and feeling confident in your skin.

## 02 - EMAIL BLASTS

- Aerie will send out an E-newsletter to customers that have already signed up for the emailing list. This newsletter will describe the pop-in tour in detail and will share the locations of the tour as well. This will keep Aerie's customers informed of the event well before it happens and during the event as well.



## 03 -PODCAST SPONSORSHIPS

- Podcasts are all the rage these days and it is important to engage with the consumers on all platforms. Targeting the audience through podcasts that they are most likely listening to, is a great way to market this event to consumers prior to the event.

## 05 - INFLUENCER POSTS

- Going along with the idea of YouTube sponsorships, this campaign will utilize influencers to post content before and during the event to engage not only with their audience but to target the audience that will hopefully come to the pop-up shops.

## 04 - YOUTUBE SPONSORSHIPS

- Partnering with YouTubers that not only use the Aerie brand, but will also create content that the target audience will watch is a great way to gain paid media before the event occurs.



# PROJECT

03

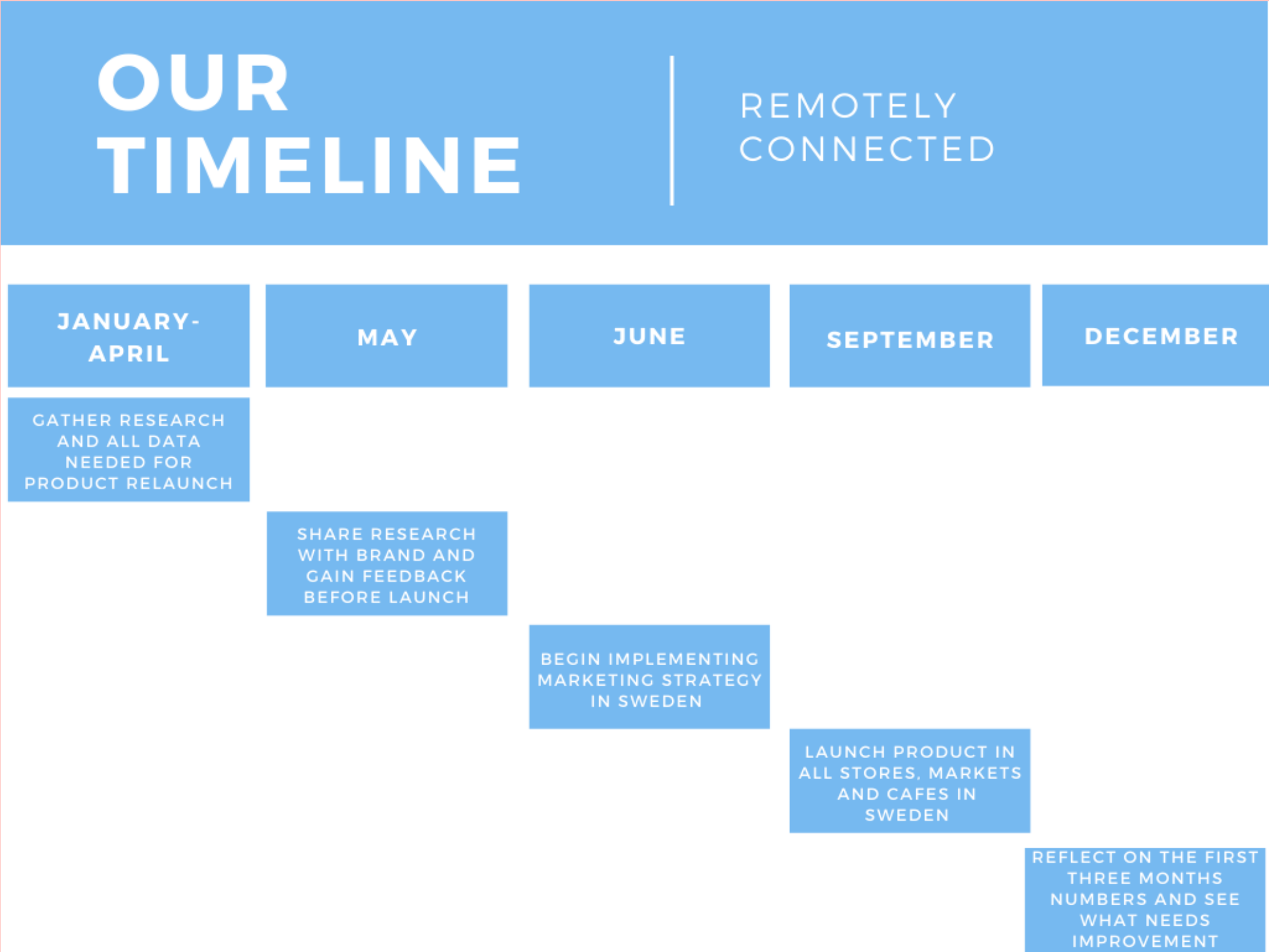
## MAXWELL HOUSE BREWED COFFEE RELAUNCH

During my senior year I participated in a Marketing class that challenged us to take a failing, or already failed product and rebrand and market it to a specific foreign country, utilizing various marketing techniques. To the left and right are some examples of media we created for the project.



# PROJECT 03

Through our research we also created a Gannt Chart that showcases our planned media schedule over the course of our campaign. Marketing this product to Sweden, meant that we had to do in-depth research on what we could do differently than other coffee brands.







# PROJECT

04



For my capstone during my last semester of college, my team and I were challenged with doing a full-scale campaign for a local organization. We were in charge of rebranding and restructuring the Hospitality Education Foundation of Nebraska which is a section of the Nebraska Restaurant Association. To the left you will see the logos that I redesigned for our project.

KEY PERFORMANCE INDICATORS

01 - Click Retention Rate

- In order to gauge how much our followers are increasing by on an average basis, we will monitor the click retention rate on all social media platforms and be sure to conduct monthly social media audits.

02 - Comments/Likes/Shares on Social Posts

- In order to turn ProStart and HEF's average member into a full brand advocate, it is imperative that as an agency, we analyze the engagement on social media pages throughout the campaign to see the overall affect that it has had on the consumer

03 - Monitor Number of Signups for ProStart Program

- Monitoring the amount of members in HEF from the start of the campaign to the end of it will help gauge a part of the success of the campaign.

AGENCY SE7EN

PROSTART/HEF

SWOT ANALYSIS



STRENGTHS

- Offers paid internships and scholarships
- Reaches nearly 140,000 students across 50 states; Over 700 Nebraska students are enrolled
- Stepping stone into the hospitality/ restaurant industry



WEAKNESSES

- Lack of publicity in Nebraska
- Low social media presence
- Lack of awareness to potential students
- Lack of interest from students



OPPORTUNITIES

- According to our survey, 70% of teen utilize Instagram and Tik Tok the most.
  - Content on those platforms could reach the target audience
- More schools are offering extracurricular programs for college prep, ProStart could be added in additional schools for higher enrollment
- Males joining the hospitality industry



THREATS

- Possible limited interest of upcoming juniors and seniors
- Lack of interest in the hospitality industry

PROJECT

04

I4

During this campaign, I was the lead interactive designer for the project. I created many presentations that showcased our research including the SWOT analysis for the brand and the KPI's that we utilized for the campaign.



# LET'S WORK TOGETHER

## EMAIL

[makenna.pickering@gmail.com](mailto:makenna.pickering@gmail.com)

## MOBILE

(402)-613-8508

## MAILING ADDRESS

2607 SW 16th, Lincoln, NE, 68522

