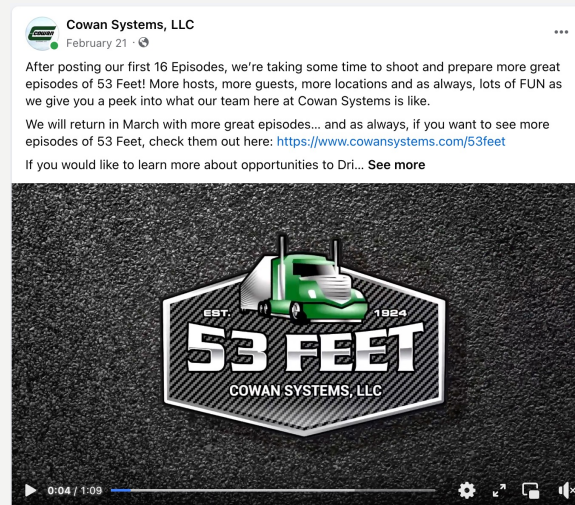
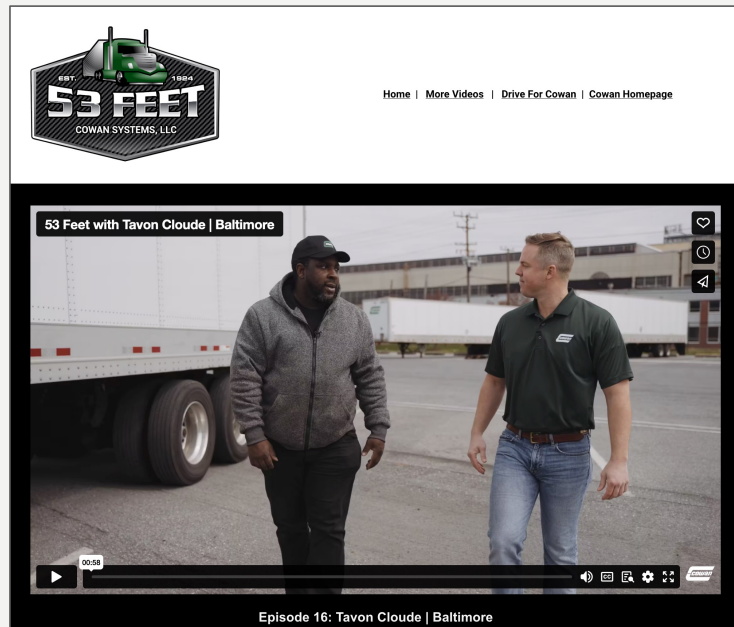


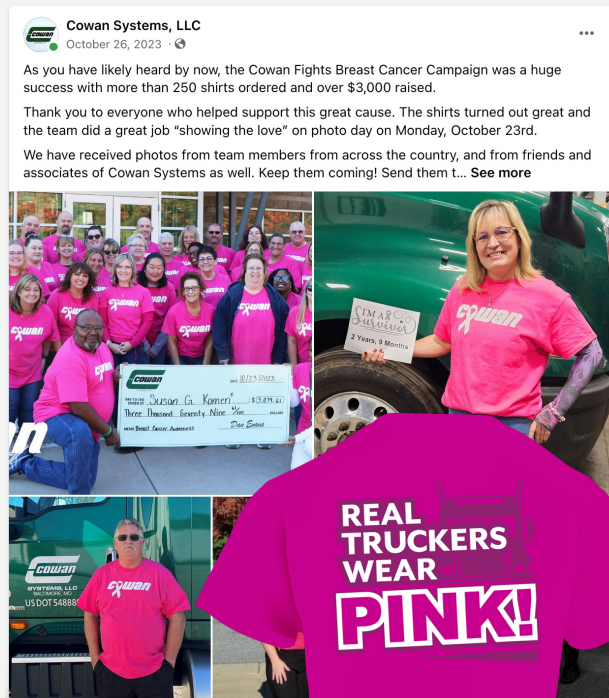
SOCIAL MEDIA CAMPAIGNS



When I joined Cowan Systems in 2022, one of my first projects was to resurrect and build a lead generation tool, using existing video shot in the years prior. These videos were sitting on YouTube with few views or impressions and little had been done to drive traffic to them.

I designed a brand for 53 Feet, had an intro and outro produced, and designed and launched a landing page to direct interest and leads to their driver recruiting team. I used organic social media to drive awareness and leads to the landing page. - <https://www.cowansystems.com/53Feet/>

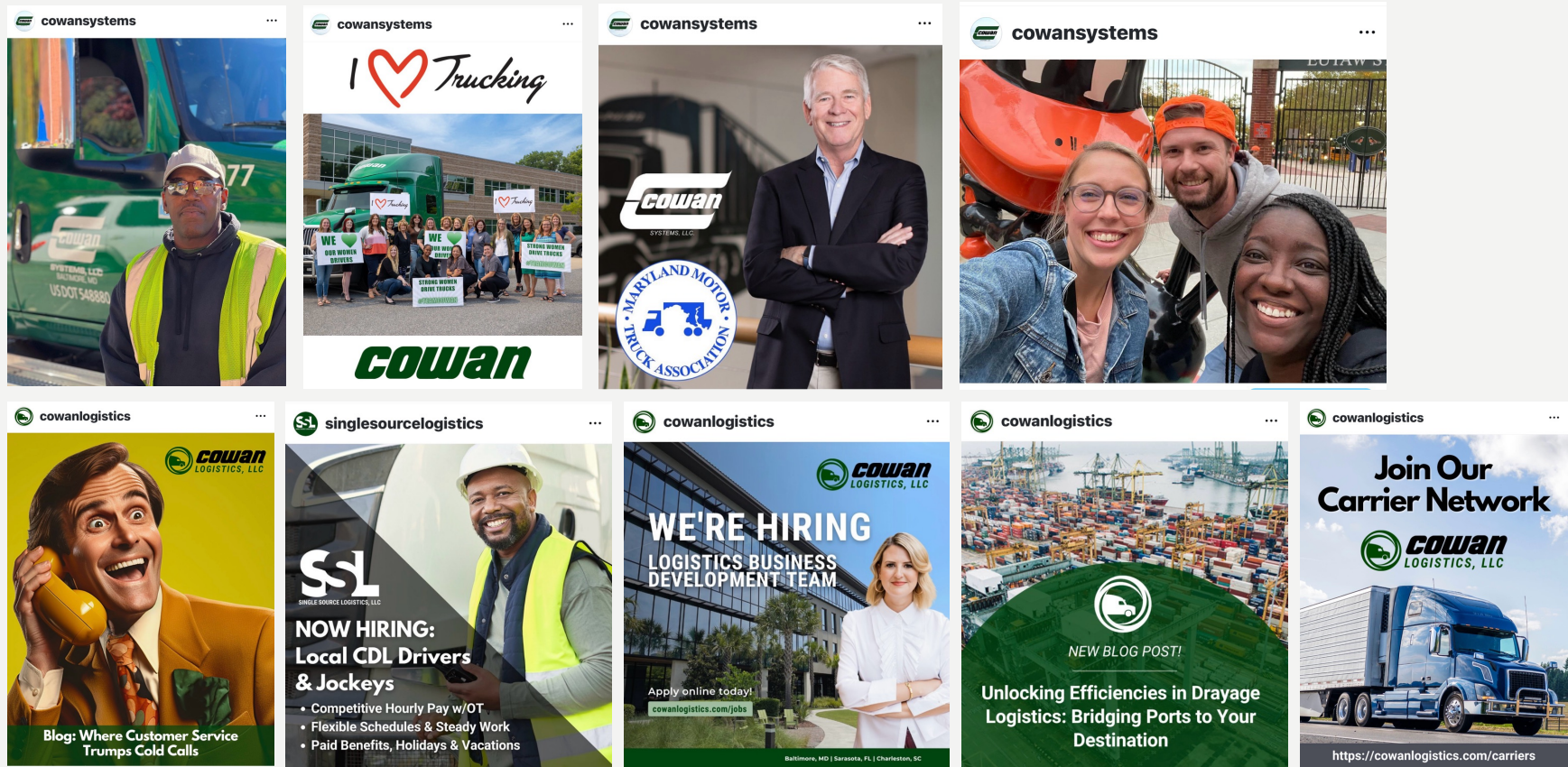
SOCIAL MEDIA CAMPAIGNS



I built a “Drive Pink” fundraising campaign to support the Susan G. Komen Breast Cancer Foundation. I designed the shirt and promoted the campaign internally throughout Cowan as well as publicly using social media. We raised more than \$3,000 in 45 days and the Cowan team (especially the drivers) lived their pink shirts!

SOCIAL MEDIA CAMPAIGNS

I designed and produced social media creative (graphic design, copywriting, video production / editing, etc.) for Cowan Systems and their two affiliates; Cowan Logistics and Single Source Logistics.



SOCIAL MEDIA CAMPAIGNS

I was responsible for R/A's content marketing system, including 2 weekly podcasts, a blog, a video library, a quarterly newsletter, and 4 websites. As part of that that system, I designed and produced social media creative (graphic design, copywriting, video production / editing, etc.).

