



## STUDENT LED EVENTS

**Headliners concert committee:** Team Lead driving successful event with 3M IG impressions, 70M TikTok impressions, and pre and post content and organization.

- Led a team of 3 to create social media content
  - post , stories, short form videos
- 3 million impression on instagram in 30 days
- Help manage and organize a music festival
- Festival garnered over 70+ million impressions on tiktok through the hype around juicy j performance and viral moment
- Took concert photography, and managed a team of 4 other photographers to ensure continued press around university magazine and social media outlets after the festival

**UA Razorback Retail Consortium:** Student Board member driving special events for companies including Wal-Mart, Accenture, Saatchi, General Mills.

- Student retail board that collaborates with industry leaders in the NWA area, such as walmart, accenture, saatchi, tyson, general mills, etc.
- Special events offered to a select student group, such as shadow opportunities, walk throughs, store visits, and other events
- Mentor opportunities for students on the board with retail professionals

## PROJECT DELIVERIES & SUCCESS ACROSS THE COUNTRY

**NRF Foundation, University Challenge (Carter's for Baby, New York):** <https://www.hoonty.com/nrf-carter-s>

- **Problem:** Carter's revenue is declining, including repeat customers and average order size. Developed an AI driven campaign to help Carter's reach a broader audience, drive a monthly repeatable subscription service, while increasing the average order amount. higher average Carters is losing market share due to fast fashion continuously on the rise, and declining order size as much as they would like due to decrease in birth rates, carters asked us to solve this issue
- **Recommended Solution:** Developed an Ai driven campaign through a dynamic clothing subscription box service. To onboard parents, they answer a quick form that highlights age, style/preferences, sustainability, etc.. Ai will help curate subscription boxes to parent preference, and allow for future preference changes as needs for that stage in life change.
- **Expected Outcome:** The AI driven curated baby's box helps reach more modern shoppers outside of the store, which increasing brand loyalty, repeats, customers, and high average order size.

**Unilever Axe, Case Competition:** <https://www.hoonty.com/axe-unilever>

- **Problem:** Axe brand has a poor reputation with Gen Z and Millennials, as of axe bombs and the correlation to axe in locker rooms, middle schoolers using it as a shower replacement, Axe needs to gain market share with the younger audience.
- **Recommended Solution:** Product redesign from geometric complicated design, to a sleek, simplified and bold design with names now correlating to scent. Partnership with a top youtube influencer, Mr Beast who identified with gen alpha, and content to support the new brand.
- **Expected Outcome:** The desired outcome is to change the perception of Axe with current consumers, while attracting the new emerging generations while building a strong recognizable brand.

## General Mills, Datathon

- Analyzed walmart rollback data at progress to recommend timing and product mix for next fiscal year, determined that the rollback is worth it, as it overall generated more revenue to soups that were not put on rollback, as well as determined what time of year it is best to have this rollback

**Omnichannel Marketing Brand Competition (Hershey's Holiday):** <https://www.hoonty.com/hershey-holiday>

- Tasked with coming up with a omnichannel marketing plan for next year's hershey holiday campaign
- 12 days of baking
  - Seasonal instore and online campaign designed to inspire shoppers with holiday recipes
  - Dedicated walmart website page with recipes and easy add to cart options
  - Social media influencer roll out for each day of baking
  - In store displays and promotion
- The desired outcome is to increase sales of hershey holiday items, through using items in baking recipes around the holiday season

## WORK EXPERIENCE

**Cinemark:** Saved company \$250k by creating an AI Chat Bot

- SEO: AI chat bot
  - Saved Cinemark \$250k. Moved from traditional external third party vendor to now bringing in house by creating an AI Agent in CoPilot. Faster and cheaper iterations now take only 30min to write one blog that hits on key words, schema, and page ranking wit better results

- AI overview research
  - Researched emerging google ai overview, and its impact on click through rates on cinemark website
- Loyalty Badges
  - Created an easy to read cross platform data dictionary for loyalty badge program
  - Solved loyalty badge tracking errors, making it easier for guest to claim their loyalty badges
  - used : GA4, teallium, azure data lake
- App experience
  - Benchmarked competitor mobile apps and presented findings to the executive team, helping marketing advocate for an enhanced Cinemark app experience.
  - Conducted in-theater surveys and focus groups to understand app usage behavior during all points of the movie going experience.
- Intern project ("beyond the screen") <https://www.hoonty.com/cinemark>
  - Cinemark tasked groups of interns to come up with a unique idea that will increase sales, brand awareness, loyalty, etc..
  - Developed three main proposals - i created app mock ups for all of these things as well
    - Per show experience - the pre show experience leverages the current reward/loyalty program, and builds upon it. Guest will be able to rate trailers as they are being shown in the theater, and get rewards points in return(to help further impact consumer behavior, trailers that are at the beginning of the trailer pack will be worth more points, and one closer to the movie will be worth less rewards point.) from this Cinemark will be able to collect data and be able to share it with production companies for them to help change their trailer to better market it.
    - Post show experience - similar to the pre show experience, the post show experience involves rating, but for the movie. Guest will be able to rate the movie, and receive point for doing so. To also re market trailers and give guest fun stats, they will have a short wrapped at the end of the experience that shows seen trailers and what they saw, as well as be able to easily buy tickets if they are already available.
    - Year in review - similar to spotify wrapped, cinemark wrapped aims to achieve the same, but through movies. At the end of the year movie goers will be able to see their favorite moves, favorite snack, minutes spent in theater, and other fun insights. (all states from other parts will be sued to power this wrapped)
  - The desired outcome from these initiatives is to change consumer behavior by incentivising them to come to the theaters earlier, in turn making them spend more before the movie even starts. Through the year end review, we aim to build brand loyalty for cinemark, as your information will not be tracked by other movie theater chains.

## Denny's

- Banda Burrito launch
  - Helped launch ghost kitchen/virtual restaurant banda burrito
  - Banda burrito is a virtual restaurant where Denny's is able to repurpose inventory and increase sales by selling under a different brand name on online ordering sites such as doordash, uber eats, grub hub
- Beetle juice collab
  - To help the beetle juice x dennys campaign, i created a landing page for this initiative, using key words and schemas i was able to create a landing page that informed guest on coolable as well as drive online orders through this
- Denny's website
  - I was tasked with going through Denny's website and finding any thing that could be improved or needed fixing, I found bugs, cookie issues, and lots of things to improve, one major insight I was able to find through heat maps and other analytics was item order, to better optimize item categories for a higher conversion rate
- Denny's company event
  - To increase culture and involvement at Denny's, interns were tasked with creating an event for its corporate employees
  - coordinating logistics, managing budgets, and working closely with vendors

## Garner Branding and Marketing: Self-Owned Marketing Agency

- Develop branding materials
  - Logo, merch, business cards, signage, imaging, etc.
- Build out custom websites
- Social media marketing services
- AI Custom Developed Agents: Develop and Automate client SEO and CRM strategy and tactics
- Brazos Customer Case Study: Generated 1 Million in Sales in first 8 months
- Brazos is an Air Compressor company
  - Garner Branding built website that helped influenced generating 1 million in sales for the first 8 months
  - Created an Ai agent that helps owner more easily do SEO and CRM, through keyword search, blog creation, email marketing, sms
  - Logo design, merchandise, business card