



*Kelly
Shapiro*

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Kelly Shapiro

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SOCIAL

[Linkedin.com/in/KellyShapiro](https://www.linkedin.com/in/KellyShapiro)

[Instagram.com/KellyAShapiro](https://www.instagram.com/KellyAShapiro)

[Facebook.com/KellyAS13](https://www.facebook.com/KellyAS13)

EDUCATION

University of Oregon

Bachelor of Science

Major: Business

Administration - Marketing

Minor: Media Studies

2013 - 2017

Alpha Chi Omega

Vice President New Member

Education

Resource Chair

Standards Board Member

SKILLS

- Photography
- Microsoft Office
- Social Media
- Leadership
- Customer Service

EXPERIENCE

Victoria Secret PINK

Campus Rep

Sep 2016 - Present

- Planning events to promote PINK
- Organizing social media giveaways and sweepstakes

Wish Weddings

Wedding Planning & Coordination Intern

June 2016 - Sep 2016

- Assisting with day of coordination, including: organizing vendors, enforcing timeliness and last minute problem solving
- Creating timelines and vendor contracts
- Planning and organizing event details

The Sports Quotient

Marketing Associate

Feb 2016 - June 2016

- Posting viral articles & videos daily to Facebook
- Analyzing Facebook traffic and engagement
- Generating new strategies to increase brand awareness
- Creating promotional activities for social media

University of Oregon Conference Services

Student Marketing & Sales Specialist

Oct 2015 - Feb 2016

- Contacting potential exhibitors for regional and national conferences
- Inputting and updating information on multiple databases

Disneyland Resort

Disney College Program Intern

Jan 2015 - Aug 2015

- Working guest show operations and ride operations at the Disneyland park
- Participating in a Leadership Speaker Seminar within the Walt Disney Company

EVENT PLANNING

Alpha Chi Omega Fall 2016 Bid Day



Task: Plan and coordinate a welcoming event for new members of the sorority.

Budget: \$3,000+

Theme: Under The Sea

Guest Count: 200+

Location: Univ. of Oregon AXO house

I also created a bid day video which showcased the event. The video is posted on Vimeo at:

<https://vimeo.com/185926708>

It was featured on University Primetime.



Event Features

- Snapchat geofilter
- Full Buffet
- Dutch Bros. Coffee
- Voodoo donut
- Glitter bar
- Bubble bar
- Gift bags
- Real fish!
- Welcome signs
- Photo-booth & props
- Custom shirts
- DJ
- Themed lighting



EVENT PLANNING

Victoria Secret Pink Campus Rep Events

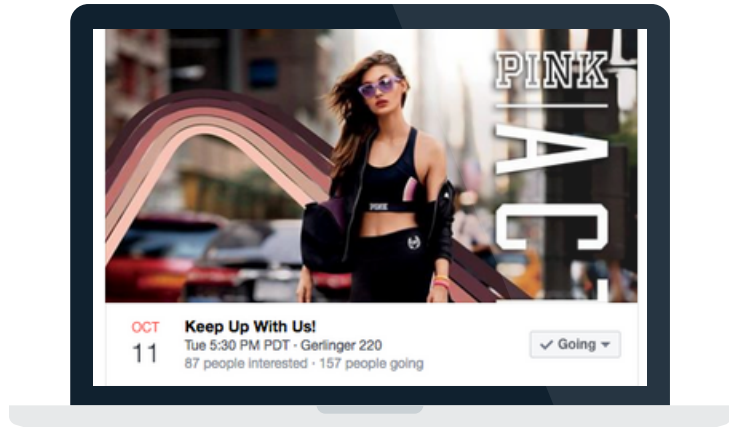
PINK Active Event

- over 100 attendees



Event Features

- Free workout class
- Small gifts for attendees
- Raffle for large prizes
- Photo booth with props



Victoria Secret Fashion Show

- over 60 attendees



Event Features

- Fashion Show screening
- Victoria Secret trivia w/ prizes
- Raffle for large prizes
- Photo booth with props



EVENT PLANNING

Wedding Planning Intern Project



Task: Plan a fictional wedding using real vendors and pricing. Include a vendor list & timeline for day-of coordination.

Budget: \$25,000

Theme: Fairy tale

Guest Count: 125 adults - 0 kids

Location: Greater Los Angeles Area

See pages 5 & 6 for full vendor list & timeline

Event Features

- Full buffet
- Champagne toast & cake plating
- Wine service for dinner
- Party favors
- Instagram hashtag
- Photographer
- Day-of coordinators
- Bridesmaids & groomsmen gifts
- Acoustic guitarist for ceremony
- Security guard
- Welcome signs
- Onsite parking
- Covered outdoor reception



EVENT PLANNING

Wedding Planning Intern Project

Timeline: day-of coordination & vendor list

Smith Fairy Tale Wedding

Weddings Of Jane & Stan Smith

Date: June 24th, 2017

Guest Count: 125

Ceremony

Westminster Presbyterian Church

1757 N Lake Ave, Pasadena, CA 91104

(626) 794-7141

Reception

Noor Events

Paseo Colorado, 300 E Colorado Blvd #200, Pasadena, CA 91101

(626) 793-4518

Additional Vendors

WEDDING COORDINATORS

Events by M&M

Contact: Meg West

Phone: (805) 864-6447

Email: MegWest@mmevents.com

PHOTOGRAPHY

Wedding Bug Photography

Contact: Jane Bugg

Phone: (877) 933-2843

Email: Jane@weddingbug.com

CATERING

Onsite

Noor Events

See Under Reception Vendor Above

WEDDING CAKE

Jamaica's Cakes

Contact: Jamaica Crist

Phone: (310) 478-1971

Email: JamaicaC@gmail.com

OFFICIANT

Westminster Presbyterian Senior Co-Pastor

Contact: Rev. Dr. Martha M. Campbell

Phone: (626) 794-7141

Email: DrMartha@wpcpas.org

FLORALS

It'sByU Wedding DIY Flower Kits

Contact: Christine Strzalka

Phone: (951) 123-4567

CEREMONY GUITARIST

Friend of Bride

Contact: James Gutierrez

Phone: (951) 234-5678

Email: jgutierrez888@gmail.com

RECEPTION MUSIC

DJs At Your Service

Phone: (310) 614-3031

Email: steve@djsatyourservice.biz

HAIR & MAKEUP

Bright Crystal Wedding

Contact: Rena Maeda

Phone: (213) 260-1531

Email: RenaM@brightcrystal-wedding.com

Rehearsal: 12:00, June 23rd 2017, The Westminster Presbyterian Church

Items that the B&G will drop off on the day of rehearsal:

-Alcohol

-Centerpiece books, cloche vases, & votive candles

-Signage

-Guest favors

Pre-Wedding Events

Ladies: Onsite

Gentleman: Offsite

BRIDE & GROOM NOT TO SEE EACH OTHER BEFORE WEDDING

Items that the Bridesmaid(s) will drop off morning/afternoon of

-Centerpiece flowers

-Rose petals for church aisle

Vendor Arrivals

1:00 p.m. - Coordinator & Assistant Arrive

2:30 p.m. Hair and make-up arrives

*3:00 p.m. DJ services- drop off - Noor

*3:00 Florist drop off - Noor

4:00 p.m. Photographer arrives

*4:00 p.m. Cake arrives - Noor

4:30 p.m. Guest begin to arrive

4:30 p.m. Noor will provide all catering. They will be setting up tables/chairs/linens/and eatery for reception.

Ceremony Setup:

Invitation time: 4:30

Actual ceremony: 5:00

Coordinator to deliver rings to officiate

Signage on Easels - Coordinator

Centerpiece set-up - Coordinator

Music set-up - Coordinator

Gift table set-up - Coordinator

Party Favor set-up - Coordinator

Cake set up - Jamaica Cakes

Wedding Ceremony 5:00p.m.

4:40 Guests will be asked to take their seats

4:50 Coordinator will line up wedding party & families

EVENT PLANNING

Wedding Planning Intern Project

Timeline: day-of coordination & vendor list continued

Down the Aisle ORDER

1. Groom: Stan Smith
w/ Parents: John Smith & Jackie Smith
2. Bridal Party/ Groomsmen
Abby Anston & Frank Foster
Becky Brood & Gary Gilmore
Carrie Carter & Harry Harrison
Deb Dax & Ivan Inglewood
Estelle Enton & Jerry Jackson
3. Flower Girl: Kate Kennedy
Ring Bearer: Landon Lovest
Bride: Jane Johnson
w/ Parents: Frank Johnson & Maggie Johnson

Items to be collect by M&M at end of night:

- ___ Signage
- ___ Centerpiece (Candles, Books & Vases)
- ___ Extra Favors
- ___ Cake Leftovers
- ___ Gifts + Cards
- ___ All Floral
- ___ Extra Alcohol
- Will florist return that evening? – NO
- Will DJ service return? – YES

BRIDE & GROOM LEAVE FOR HONEYMOON.

Ceremony Music

1. Groom
A Whole New World – Aladdin
2. Bridal Party/ Groomsmen
Can You Feel The Love Tonight – The Lion King
3. Flower/Ring & Bride
A Dream Is A Wish Your Heart Makes – Cinderella

Ceremony Begins sharply @ 5:00 p.m.

Cocktail Hour 5:45 @ Noor

B&G to create cocktail playlist on IPOD

5:45 Bar Opens
Appetizers Passed

7:00 Guests asked to find their seats

Reception 7:00 @ Noor Terrace

B&G to create reception playlist on IPOD

MC: Best Man Frank Foster

7:00 Doors Open
7:10 Grand Entrance *MC announces
7:15 First Dance *MC announces
7:20 Father/Daughter & Mother/Son Dance *MC announces
7:25 Buffet Service Opens *MC announces
7:45 Vendor Meals Serves
8:15 Cake Cutting *MC announces
8:30 Bouquet Tossed*MC announces
8:40 Open Dance
11:45 Last Call at Bar
Last Dance

11:50 Bride & Groom Depart
12:00 Music Off

1:00 HARD OUT

MARKETING

Marketing Communication Plan: Studio One Cafe



UNIVERSITY OF OREGON
Lundquist College of Business

Task: Create a marketing plan for a local business that lacks effective communication tools.

Steps

- 1) Analyze internal & external marketing environment
- 2) Analyze current integrated marketing communications
- 3) Segmentation, targeting, positioning
- 4) Choose new effective communications tools to utilize
- 5) Create a campaign to bring awareness to the business's new marketing tools
- 6) Objectives & contingency plan



New Communication Tools

- Sampling Event
- Public Relations
- Promotions
- Frequency Program
- Social Media
 - Instagram
 - Snapchat Geofilter
 - Facebook
- Website
- Personal Selling
- Point of Purchase
- Transit Advertising



KICK OFF SPRING TERM WITH
STUDIO ONE CAFE

WANT 20% OFF?

Use #StudioOneCafe
on Instagram

OR

Share our location on
Facebook



Hours: 7am to 6pm

(541) 342-8596

1473 E 19th Ave, Eugene, OR 97403



MARKETING

Marketing Communication Plan Continued: Website Creation

Task: One of my responsibilities within the marketing team was to create a website showcasing the new communication tools.

Website Platform: Wix

Cost: New domain name

Features: View menu icon follows user

For a closer look at the full website, visit:

<http://kellyanneshapiro.wixsite.com/studioonecafe>



Welcome to our website! Are you hungry yet?!

The Studio One Café is a classic Eugene eatery. Tucked behind Hayward Field in the Agate neighborhood. We pay homage to movies and the stars in them. We feature the Best Breakfast in town all day.

EUGENE'S BEST BRUNCH.

Whether your in the mood for rich Eggs Benedict and crispy bacon or some French toast with powdered sugar and fresh berry puree we have got you covered. Savory or Sweet. Studio Cafe will have something to satisfy all your cravings.

SEE THE MENU

WHEN AT BRUNCHFEST HASHTAG #STUDIOONECAFE TO SHOW UP ON OUR INSTAGRAM

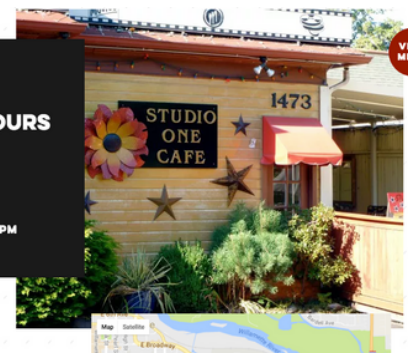
When you use our hashtag on Instagram or share our location on Facebook we will take 20% off your meal!



LOCATION & HOURS

1473 E 19TH AVE
EUGENE, OR 97403

OPEN DAILY 7AM TILL 4PM



MARKETING

Social Media Management: The SQ Facebook

Task: Update The Sport Quotient's Facebook page, highlighting trending articles and directing traffic to the website.



THE SQ The Sports Quotient
May 30 · 🌐

Congrats to the Golden State Warriors!



2015-2016 WESTERN CONFERENCE CHAMPIONS
GOLDEN STATE WARRIORS

Like Comment Share

This Facebook post from The Sports Quotient, dated May 30, congratulates the Golden State Warriors. It features a celebratory image of three players in white jerseys with blue accents, set against a blue background with the team's logo. A banner at the bottom of the image reads "2015-2016 WESTERN CONFERENCE CHAMPIONS GOLDEN STATE WARRIORS". The post includes "Like", "Comment", and "Share" buttons.

THE SQ The Sports Quotient
May 4 · 🌐

More and more players testing positive for Turinabol.



More PED Busts Coming From MLB
More suspensions related to PED abuse are coming for Major League Baseball.

THESPORTSQUOTIENT.COM | BY THE SPORTS QUOTI...

Like Comment Share

This Facebook post from The Sports Quotient, dated May 4, discusses PED busts in MLB. It includes a photograph of two orange pill bottles, one tipped over with white pills spilling out. The post features a headline "More PED Busts Coming From MLB" and a sub-headline "More suspensions related to PED abuse are coming for Major League Baseball." It also includes a link to the website and "Like", "Comment", and "Share" buttons.

THE SQ The Sports Quotient
April 6 · 🌐

Our favorite piccolo player has really grown up.



Villanova Piccolo Girl Is The Real MVP
Once the butt end of every NCAA tournament joke, the Villanova piccolo girl has the last laugh.

THESPORTSQUOTIENT.COM | BY THE SPORTS QUOTIENT

Like Comment Share

9

This Facebook post from The Sports Quotient, dated April 6, features a video of a young woman in a blue Villanova uniform playing a piccolo. The video is framed by a white border with the logos of CBS, truTV, and other networks. Below the video is a headline "Villanova Piccolo Girl Is The Real MVP" and a sub-headline "Once the butt end of every NCAA tournament joke, the Villanova piccolo girl has the last laugh." The post includes a link to the website and "Like", "Comment", and "Share" buttons, with a "9" indicating the number of likes.

THE SQ The Sports Quotient
May 8 · 🌐

Cavs Vs. Monstars?



J.R. Smith Rumored To Star In 'Space Jam' Sequel
Is J.R. Smith leaving Cleveland in free agency for the Monsters?

THESPORTSQUOTIENT.COM | BY THE SPORTS QUOTIENT

Like Comment Share

This Facebook post from The Sports Quotient, dated May 8, features a photograph of J.R. Smith in a Cleveland Cavaliers blue jersey with the number 5. The post includes a headline "J.R. Smith Rumored To Star In 'Space Jam' Sequel" and a sub-headline "Is J.R. Smith leaving Cleveland in free agency for the Monsters?". It also includes a link to the website and "Like", "Comment", and "Share" buttons.

MARKETING

Public Relations: Environmental Scanning

MEMO

Date: November 9, 2015

To: Greg Creed

Yum! Brands Inc. CEO

From: Kelly Shapiro

Re: Taco Bell Public Relations Opportunity



UNIVERSITY
OF OREGON

**School of Journalism
and Communication**

As you know, Taco Bell has been striving to compete with Chipotle for some time. Just recently, an article titled, *Chipotle Reaches Awkward Age*, was published in *The Wall Street Journal*. The piece states how Chipotle is best known for using healthy and eco-friendly products to create their “better-for-you, better-tasting” fast food. The article goes on to say how Chipotle is no longer the only company striving to provide better ingredients. Companies like McDonald’s, Wendy’s, and Taco Bell, have committed to switching to different ingredients including: antibiotic-free meat and cage-free eggs.

The article also mentions how Taco Bell is appealing to more youthful customers by opening new restaurants that serve appetizers and alcohol. The special flare that Chipotle had by being modern and urban is also gone. The piece then states how Chipotle’s sales have been seeing double-digit growth for many years but it has now slowed into the single digits. Taco Bell, on the other hand, has had better same-store sales than Chipotle this quarter.

This is an opportunity for Yum Brands Inc. to work on surpassing Chipotle, and continuing our positive sales growth. Taco Bell has been taking the unique qualities of Chipotle and making them their own and it has been extremely successful. Now is the time to promote Taco Bell. The opening of the new restaurants and the switch to non-artificial ingredients and cage free eggs has extremely improved the public’s perception of the company. But, some people may not be particularly aware of all the changes that have occurred within the company, and these switches may increase the positive outlook they have on Taco Bell. I suggest we create an opinion survey that is distributed through Facebook. The survey title will address that the survey is for loyal brand consumers of Chipotle and Taco Bell. It will ask the public what they think about the switch to cage free eggs and non-artificial ingredients at Taco Bell and Chipotle. This will allow for us to gauge how they see Taco Bell in comparison to Chipotle. It will also ask about the idea of the new Cantina restaurants and how they compare to Chipotle. This will also be an opportunity for us to understand if the public is happy with these recent changes while also promoting them. Please let me know when you are available for a meeting so that we can discuss this opportunity further.