



Standard Plumbing Supply

Business Management / HR

Overall Objective:

Address **operational inefficiencies**, **improve customer experience** (both in-store and online), and strengthen **employee retention** and training to sustain growth and service excellence.

Project team's achievements:

- Identified key business challenges, such as high employee turnover, store management, and online presence.
- Designed a fishbone diagram to visualize root causes of branch management issues.
- Conducted a comprehensive business strategy analysis, including SWOT, PEST, industry, and market evaluations.
- Developed VRIN analysis to highlight unique competitive advantages



Market Analysis

Competitive Analysis
Scale 1-10 (1 being the worst and 10 being the best)

Company	Pricing	Sales and Locations	Delivery and Shipping	Technology And Website	Promotions	Commercial Capacity	Average
Standard Plumbing	9	8	9	7	6	9	8
Ferguson	9	9	10	9	8	10	9.2
Great Western	8	4	6	5	3	6	5.3
Peterson	8	5	6	5	3	6	5.5
Home Depot	6	10	10	10	9	5	8.3



Wasatch Martial Arts Academy

Digital Marketing

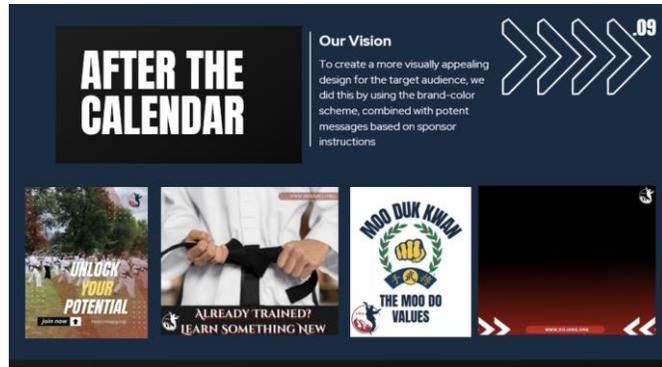
Overall Objective:

Elevate the academy's online impact by aligning content, channels, and **SEO strategies** to boost **brand visibility** and **membership growth**.



Project team's achievements:

- Developed a content calendar aligned with academy events.
- Boosted social-to-membership conversion rates.
- Ensured brand consistency across all social platforms.
- Optimized content distribution, focusing on YouTube.
- Strengthened SEO and website performance.





Patella Publishing Services

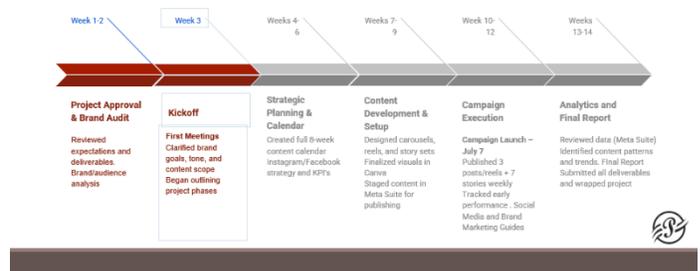
Social media Marketing

Overall Objective:

Boost the **visibility** and **engagement** of Patella Publishing's new digital imprint, NOIZ, by leveraging student-led marketing strategies focused on brand development, **audience targeting**, and **digital content promotion** for two flagship products.

Project Timeline

(14 Weeks: May 5 - August 1, 2025)



Project team's achievements:

- Conduct market and audience research to guide campaign strategy.
- Develop brand identity and messaging for NOIZ across digital platforms.
- Analyze campaign performance using data and adjust strategies accordingly.
- Deliver a final report with insights, metrics, and recommendations for future growth.

Social Media Strategy & Content Planning



Content Plan Overview

- 8-week calendar created with strategic themes, pacing, and post types
- Pilot Analysis conducted on first 4 weeks (due to timeline constraints)
- Cadence: ~3 posts/reels + 7 stories per platform
- Content focused on storytelling, engagement, and book visibility

Key Resources

- Important Links
- Content Development Guide
- Instagram
- Facebook
- Instagram Content Calendar
- Instagram Bio/Profile
- Facebook Bio/Profile
- Content Development
- Project Development

Files, portfolios, Messages and Tasks

Images y content

Rotating Groups

- All Team - Social Media
- All Team - Social Media



Entrapov Entrepreneurs Against Poverty

IT / Business Process Automation

Overall Objective:

Improve efficiency by **using AI and automation tools**. The goal was to make important processes easier and faster, such as **managing donors, sending updates, and tracking loan repayments**. This let the organization spend more time on the main mission: Connecting Sponsors with Entrepreneurs.



Project team's achievements:

- The team set up automatic monthly reminders for entrepreneurs to pay back loans and added a system to record payments in Google Sheets.
- Built workflows to send than-you messages and newsletters to sponsors every three months, including reminders for future sponsorship.
- They used AI tools to make 15minute highlight videos from event footage, which saved a lot of time compared to manual editing.
- Created an e-signature system for loan agreements. This made the process faster and removed the need for paper.



“Sponsor a project to access fresh ideas, future talent,
and innovative solutions for your business.”

-Employer Relations Team