PROJECT SAMPLES



TechCharities

Overall Objective:

Improve tagging and data management system by developing a more efficient way to gather, store, and access device information.

Process & Methodology

Incremental Development: Built scripts in phases Feedback Loop: Regular sponsor reviews led to improved UX

Executable Versions: Turned scripts into user-friendly apps

Followed best practices in automation and documentation

Project team's achievements:

- Analyzed the existing tagging and data management system.
- Improved a centralized database for storing device and system information.
- Created data gathering software to collect and store device information.
- Implemented QR code system for stored data





Standard Plumbing Supply

Overall Objective:

Address operational inefficiencies, improve customer experience (both instore 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 Ana	alysis				1		
cale 1-10 (1 bei	ng the worst	and 10 being th	e best)	- 2			
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

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.



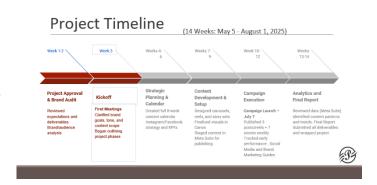




Patella publishing Services

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 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.

