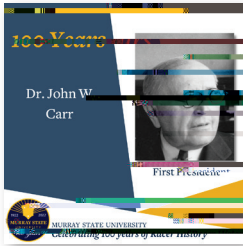






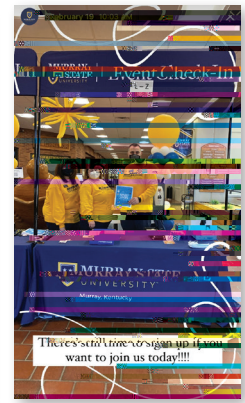
## SOCIAL MEDIA



Created a marketing toolkit for Murray State's Centennial celebration and used the platform to showcase Murray State Centennial milestones throughout the years



Promoted the "Give Bold" campaign led by the Office of Development honoring the passage of the Normal School Enabling Act by the Kentucky General Assembly in 1862. This marked the launch of the very first fundraising campaign that would lead to the establishment of the Murray State Normal School



Created social media stories on Instagram and Facebook which highlighted Admitted Student Weekend activities

## WEB MANAGEMENT

During the NCAA Tournament the Murray State University website endured a vast increase in web traffic creating a need to better leverage website visitors. We developed a plan to best leverage the web traffic increase due to the NCAA tournament. This included a reduction of page loading speed on mobile devices and an update to the call to action. CTA was changed to promote brand awareness. The usual CTA on the mobile homepage was listed as "apply." The updated CTA to learn more about Murray

State now directs users to the [murraystate.edu/about](https://murraystate.edu/about) page

The first round of updates included

A replacement of the homepage video/Pogue Library photo being replaced with a photo of Racer One and a jockey

Versions of the website were optimized to reduce page loading speed specifically on mobile devices with the assumption that most users would be searching for more information about Murray State on their phones

An update to the call to action. CTA was changed to better promote brand awareness. The previous CTA on the mobile homepage was listed as "apply." The CTA has now been changed to "learn more about Murray State" directing users to the [murraystate.edu/about](https://murraystate.edu/about) page

Website traffic increase from mobile users average users is around 10 percent

# GRAPHIC DESIGN/PRINTING



This advertisement graphic was created to promote a transfer event hosted by the transfer admissions team at this year's annual All Campus Sing. The graphics included were based off of a retro '60s music festival and concert poster and included a photo of groups that...

