

University Tees
MARKETING AFFILIATE

Paige Richmond // Zeta Tau Alpha // Clemson

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1.

about

ME



PAIGE RICHMOND

- I am going to be a senior at Clemson University this fall
- I am a sister in the Kappa Zeta chapter of Zeta Tau Alpha
- I live in Evergreen, Colorado
- I love graphic design, watercoloring, spending time with friends, and traveling
- I am majoring in Biology and minoring in Brand Communications
- I currently hold a social media graphic design position in my chapter and in the past I was the Campus Publicity Chair

2.

social media

EXPERIENCE

social media
EXPERIENCE



I am frequently updating and posting on my personal instagram which I have had since 2015



I just recently started following the utees_zeta page but have scrolled through and evaluated the account



I just recently started following the clemson_utees page, but have gone to look at it before from previous utees shopping

social media
EXPERIENCE



I currently serve as a social media graphics chair for our sorority instagram. Here are some examples of my work



sisterhood vol. 220

♥ **facts** ♥

nickname: "zeta"
founding date: 1898
Clemson Kappa Zeta
founding date: 1991
colors: steel grey & turquoise
symbols: five-pointed crown & strawberry
flower: white violet

Zeta Tau Alpha

values

- being rather than seeming
- humility
- leadership
- lifelong learning
- loyalty and commitment
- responsibility
- seeking understanding that we might gain true wisdom

seek the noblest

TEN DAYS UNTIL RECRUITMENT

5 DAYS UNTIL RECRUITMENT

WE CAN'T WAIT TO MEET YOU!
#LOVELIKEZETA

3.

instagram

RECOMMENDATIONS

instagram

RECOMMENDATIONS

Create a new theme and profile picture for the @utees_zeta page

Post at least twice a month highlighting sales and new/old products

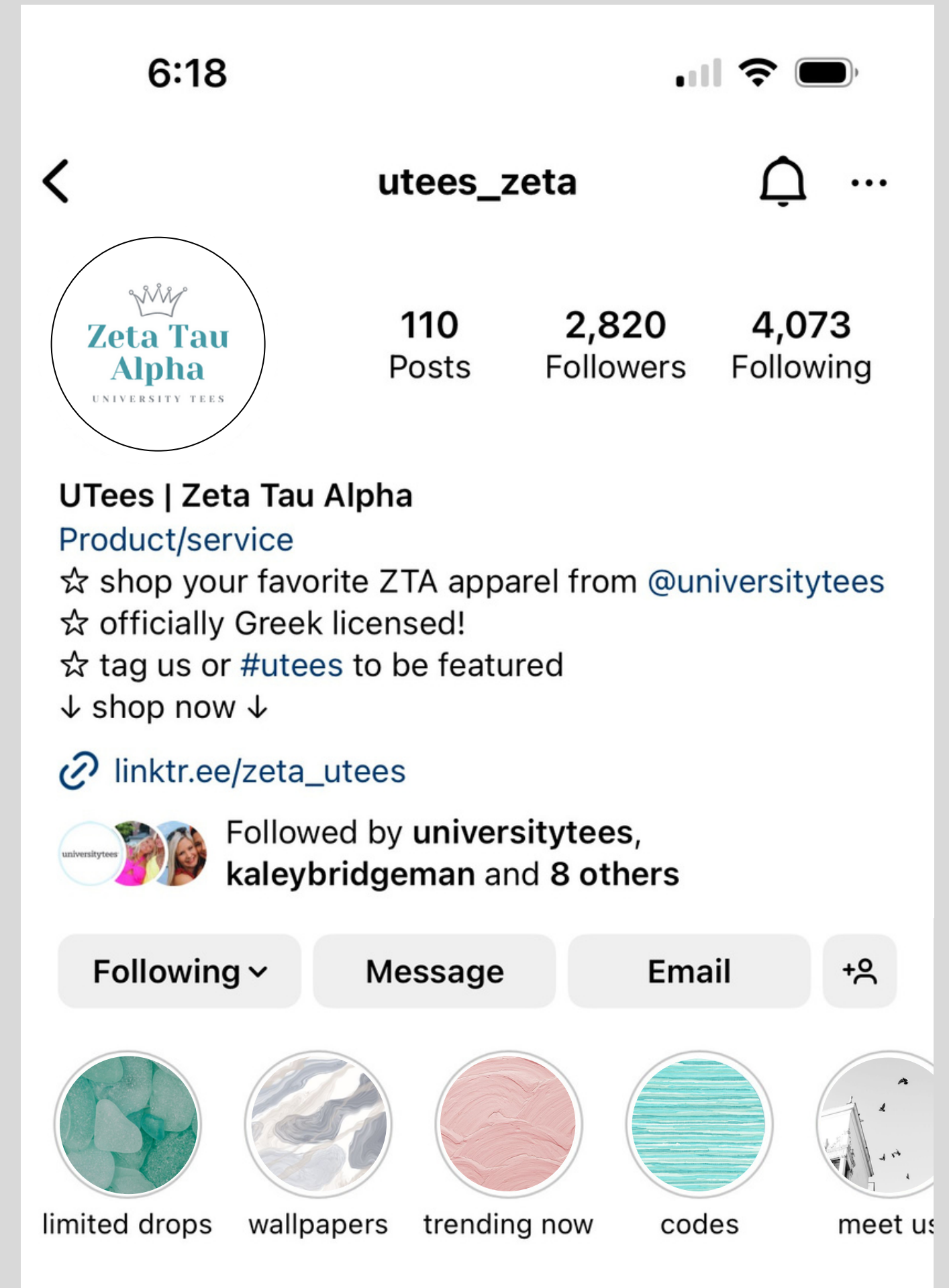
Directly link products to posts and stories so there is no need to go through the Instagram bio

Create graphics for stories and posts that will engage customers and catch their attention

NEW INSTAGRAM THEME

the idea:

- Modern and timeless theme that incorporates the blue, grey, and pink colors of Zeta Tau Alpha
- Story highlight covers will be aesthetic shades of blue, grey, and pink
- Profile picture that signifies the Zeta Tau Alpha crown and more modern design
- Posts will be edited the same way, with additions of graphics to break up the Instagram feed
- Instagram stories will have complete creative freedom as they are only up for 24 hours



GRAPHIC EXAMPLES

stories

posts



4.

personal
UTEES BRAND

personal

UTEES BRAND

CREATIVITY

I want to continue to inspire new ideas and brand improvements within UTees by using all of the new and creative ideas I have.

COMMITMENT

I would stay committed to marketing the UTees Instagram and expressing the uplifting and energetic brand that UTees is.

COMMUNICATION

I would outreach and communicate effectively with others to create a unique and happy work environment along with expanding the brand

5.

why
ME?

why
ME?

WHY WOULD YOU MAKE A SUCCESSFUL MARKETING AFFILIATE?

I can bring dedication, organization, and creativity to the Zeta Tau Alpha University Tees brand. I have experience within the marketing field as I currently am working a marketing internship with a healthcare company, and have held two graphic communications and marketing positions in my sorority

why
ME?

Characteristics I can bring to the University Tees Team

DILIGENT

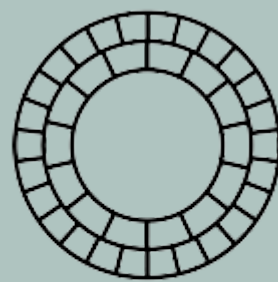
TIME
MANAGEMENT

ADOBE & CANVA
EXPERIENCE

ADAPTABILITY

Thank you
ANY QUESTIONS?

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VSCO

