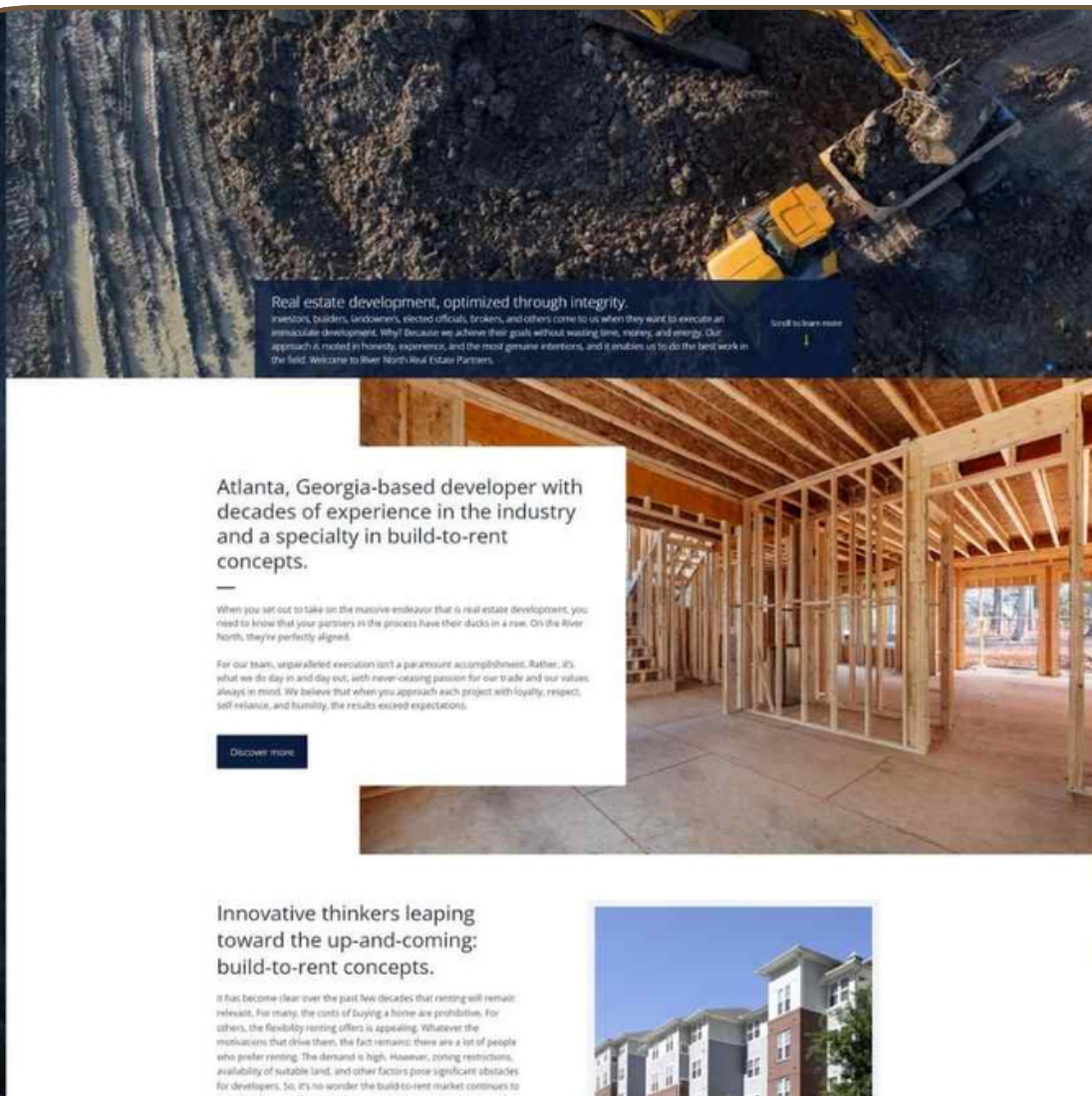


# Website Management



<https://rnrepartners.com/>

From the project's conception until its live online deployment, I oversaw its development. I worked with stakeholders to determine the scope of the web design project, organized the teams to create the website, kept everyone on deadlines, and created project status reports.

# Site Map

## DISTRICT AT PARKVIEW

### LIVING OPTIONS

1 BDRM  
1 BATH

A0  
A1  
A1-HC  
A2  
A3  
A4  
A5

2 BDRM  
2 BATH

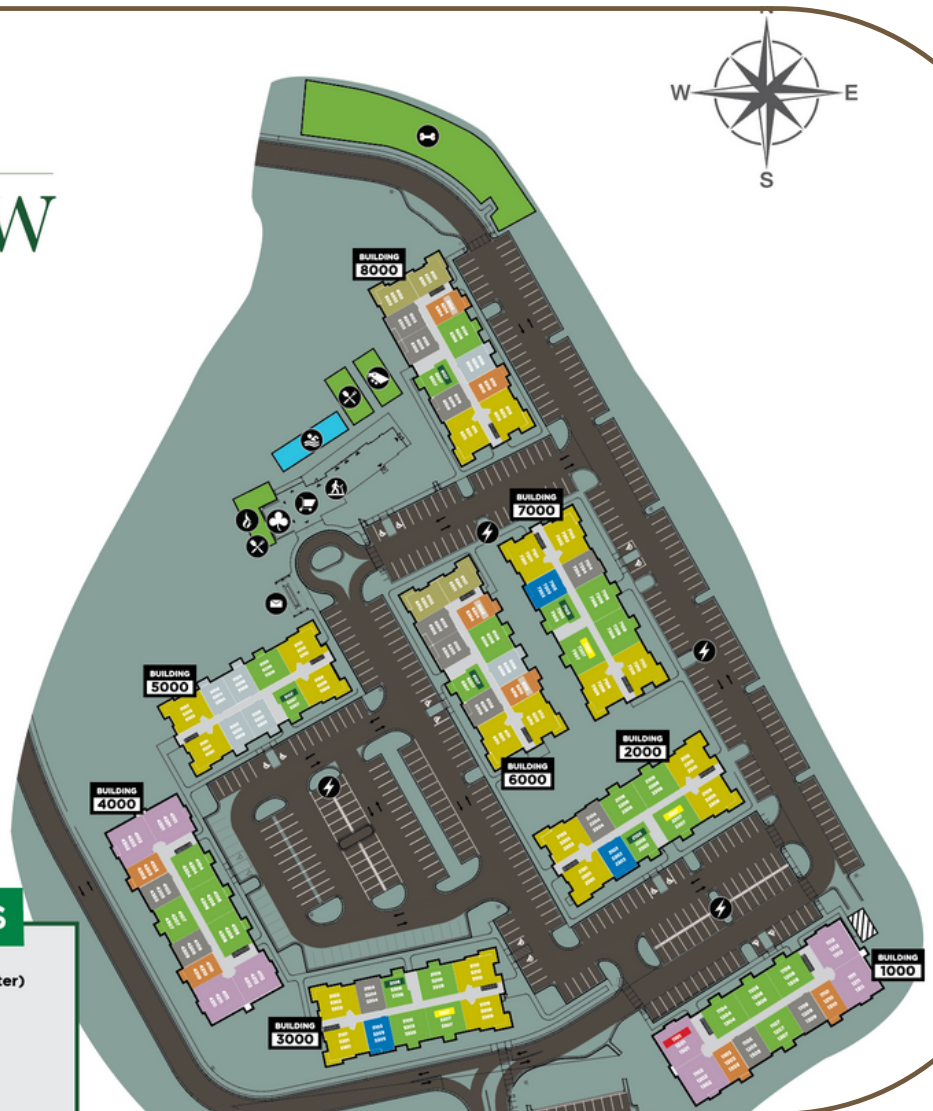
B1  
B1-HC  
B2

3 BDRM  
2 BATH

C1  
C1-HC

### COMMUNITY FEATURES

- Resort-Style Pool with Tanning Ledge (Saltwater)
- Clubroom with Lounge Seating
- Activity Lawn
- Private Yards in Select Homes



## District At Parkview

Parsed through a client's shared folder to find all relevant information to send to the designer. Worked with the designer to make sure all deadlines were met. Did thorough checks to ensure the site map matched separate architectural renderings.

# Brand Awareness Campaign

Of Week	1	2	3	
	January 20th	January 27th	February 3rd	Feb 10
Core (KWS) Campaign Clicks	55	110	162	217
Core (KWS) Impressions	948	1693	2562	3586
Core (KWS) CTR	5.80%	6.50%	6.32%	6.05%
Core (KW) Conversions	1	3	4	5
Core (KW) Conversion Rate	2%	3%	2.31%	2.30%
Competitive Campaign Clicks	0	12	27	41
Competitive Impressions	5	170	628	976
Competitive CTR	0	7.06%	4.30%	4.20%
Competitive Conversions	0	2	2	2
Competitive Conversion Rate	0	16.67%	6.67%	4.88%
Landing Page Traffic	X	114	80	95
Landing Page Users	X	94	70	79
LP Hits from CPC	X	63	63	68
LP Hits from Social	X	31	15	18
LP Hits Other	X	20	2	9
Weekly White Paper Downloads	1	5	2	1
Mcrow Linkdin Post 1 Impressions	1952	199	477	644
Mcrow Linkdin Post 2 Impressions	894	1019	X	X
David Crow Reposts Link			X	168
FB Post 1 Impressions	18	9	X	NR
FB Post 2	X	X	X	

## DSI Security Services

This campaign was to create brand awareness in certain markets with lead generation. This included setting up a landing page, deciding on and implementing a “hook” piece to grab leads, managing an ad words campaign, developing social media and content, and general management of the campaign. I also studied analytics for the campaign and suggested ideas to help the campaign improve.



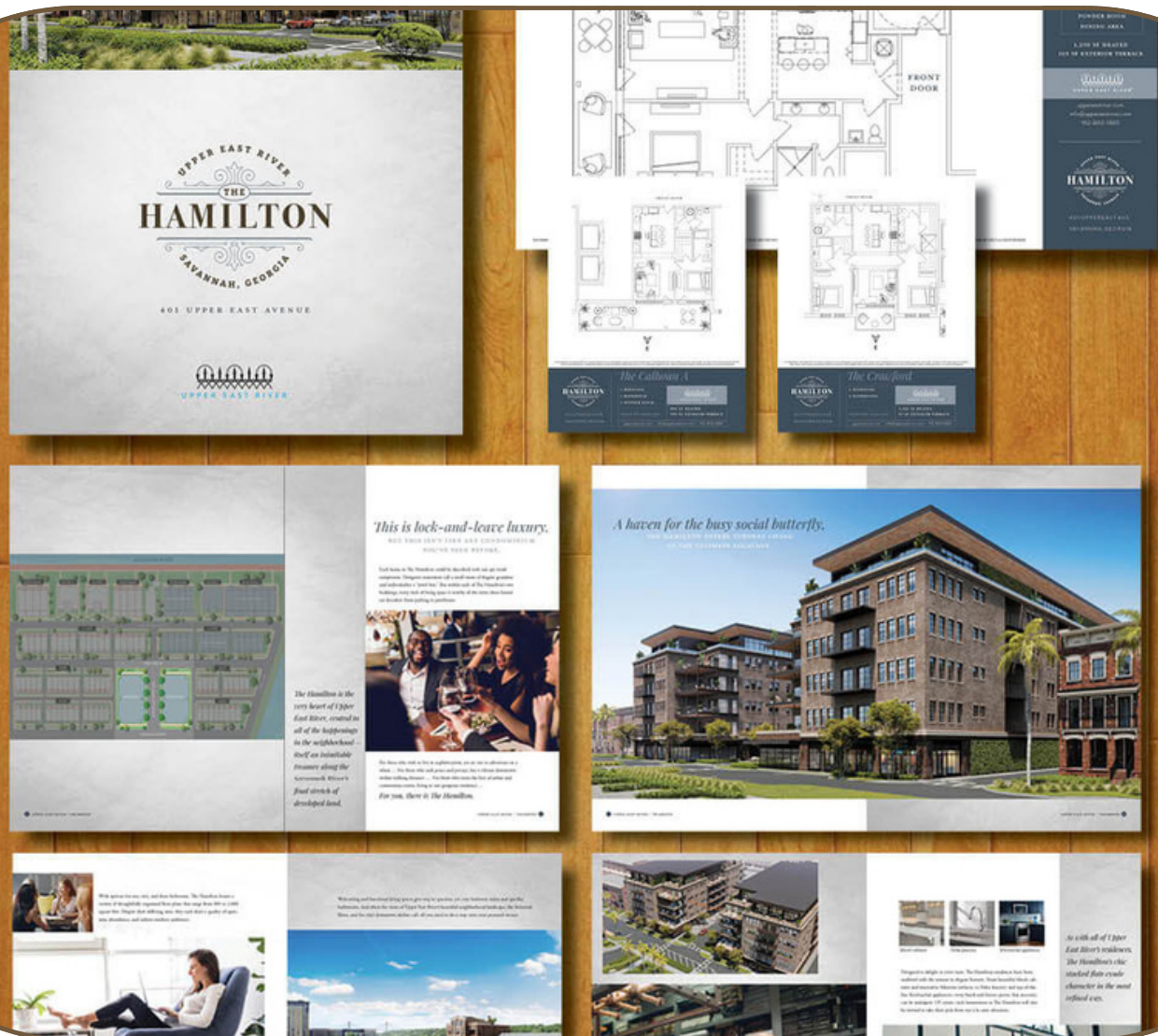
# 3D Floor Plans



## District at Parkview

Helped connect our client with a third-party 3D-renderer and served as a liaison. Oversaw the development of 8 floor plans and made sure they matched the architectural rendering and the interior decor placement. Kept everyone on deadlines and consistently gave project status reports to our client.

# Brochure



## The Hamilton

From the project's conception until print, I oversaw its development. I worked with stakeholders to determine the scope of the brochure, organized the teams to create the brochure, kept everyone on deadlines, and created project status reports.



# Outreach Card



## Interior Finishes:

- One, Two, and Three-Bedroom Luxury Homes
- Designer Two-Tone Cabinetry and Hardware
- Elegant Granite Countertops With Tiled Backsplash
- Stainless-Steel Appliance Package
- Resilient, Wood-Style Flooring
- Contemporary Pendant Lighting in Kitchen
- Spacious Closets
- Private Patio or Balcony
- Full-Size Washer and Dryer (In Select Homes)

## Community Amenities:

- Gorgeous Interior Courtyard Featuring a Saltwater Pool With Expansive Sundeck and Tanning Ledges
- Club Room Featuring Catering Kitchen and Lounge Seating
- 24/7 State-of-the-Art Fitness Center With Yoga Studio
- Grill Islands
- Poolside Fire Pit
- Expansive Bark Park
- Outdoor Yoga Lawn

## District at Parkview

From the project's conception until print, I oversaw its creation. I worked with the client to determine the need of the outreach card, organized the teams to create it, kept everyone on deadlines, made sure all the correct information was on the card, and created project status reports.

# Case Study

## CASE STUDY - "A Changing of the Guard"



**ROBOTIC  
ASSISTANCE  
DEVICES**



Offices in Michigan, California and Canada. Employees in Texas, Arizona, Georgia, Florida, California. With 85+ employees and rapidly growing to 100+.



All solutions are 100% RAD created and owned.



Over 2 million paid operating hours in the field.



Partnered with the largest guarding providers

### WITH THE HELP OF RAD'S ROSA, DSI SECURITY SERVICES SAVES CLIENT \$150K

#### THE DEALER:

Founded in 1969, DSI Security Services is one of the nation's largest privately held security service providers, with over 4500 employees and annual revenue of approximately \$150 million. From its 28 offices nationwide, it supports customers in 33 states.

Eddie Sorrells, CPP, PSP, PCI, DSI's Chief Operating Officer explains, "Our goal at DSI is to **provide the best possible security solution** for the environment we're working in. We don't sell 'products' or 'services.' We create solutions that balance the use of security officers and electronic technology to deliver the most effective outcome for each client."



Eddie Sorrells, CPP, PSP, PCI,  
Chief Operating Officer  
DSI Security Services

#### THE CHALLENGE:

"One of DSI's top clients, an automobile manufacturer, stores its vehicles within a large, fenced lot across the street from its main

## DSI Security Services

Oversaw every aspect of this case study from interviewing the client, content writing, design, approvals, and getting the final content to print.



# RFP – Info Packet

## Monthly Training Supplement

This continuing education program for all employees utilizes newsletters, pamphlets, videos, handouts, and lesson programs to supplement site-specific training and keep officer skills current. Administered by office and site management, the monthly training also facilitates interaction among site employees, site or field supervision, and management.

### Sample Monthly Training Topics:

- Security Protocols
- Safety Awareness
- Customer Service & Public Relations
- Record Keeping/Reporting Criteria
- Ethics and Professional Conduct



## Superior Service Field Supervision

Program Goal: equip field supervisors with the training and tools necessary to provide the highest level of oversight, coaching, organization, and support of our sites and site leads in the field

Coverage Areas\*:

- checking officers and posts
- customer service

employee relations: establishing clear lines of communication among staff, as well as training, motiva

## DSI Security Services

From the project's conception until print, I oversaw its development. I worked with stakeholders to determine the needs of the info packet, organized interviews with the content writer and made sure drafts were completed in a timely fashion. I also made sure the design aspects were met for each section of the info packet and gave project status reports to the client.





# Magazine Ad

*We're putting a bow on a freshly completed set of stunning homes. Introducing,*



## THE HAMILTON

401 UPPER EAST AVENUE

### THE DETAILS

- 800 to 2,880 square feet
- One to three bedrooms
- Select penthouse residences available
- Reserved, on-site parking for some residences
- À la carte fixtures and finishes
- Expansive outdoor terraces

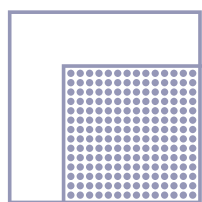
Enjoy jewel-box luxury and an inimitable location from which to enjoy everything Savannah has to offer. The heart at the center of Upper East River, on the final stretch of Savannah River to be developed, The Hamilton is the perfect place for those who seek a lock-and-leave lifestyle central to the action.

FROM  
\$429,000\*



## Upper East River

Responsible for managing this magazine ad for a client. Was responsible for getting the information from the client and sending to the content writer and graphic designer to create. I also was in charge of dealing with the magazine and designer to get desired print bleeds and specs correct.



# Content Calendar

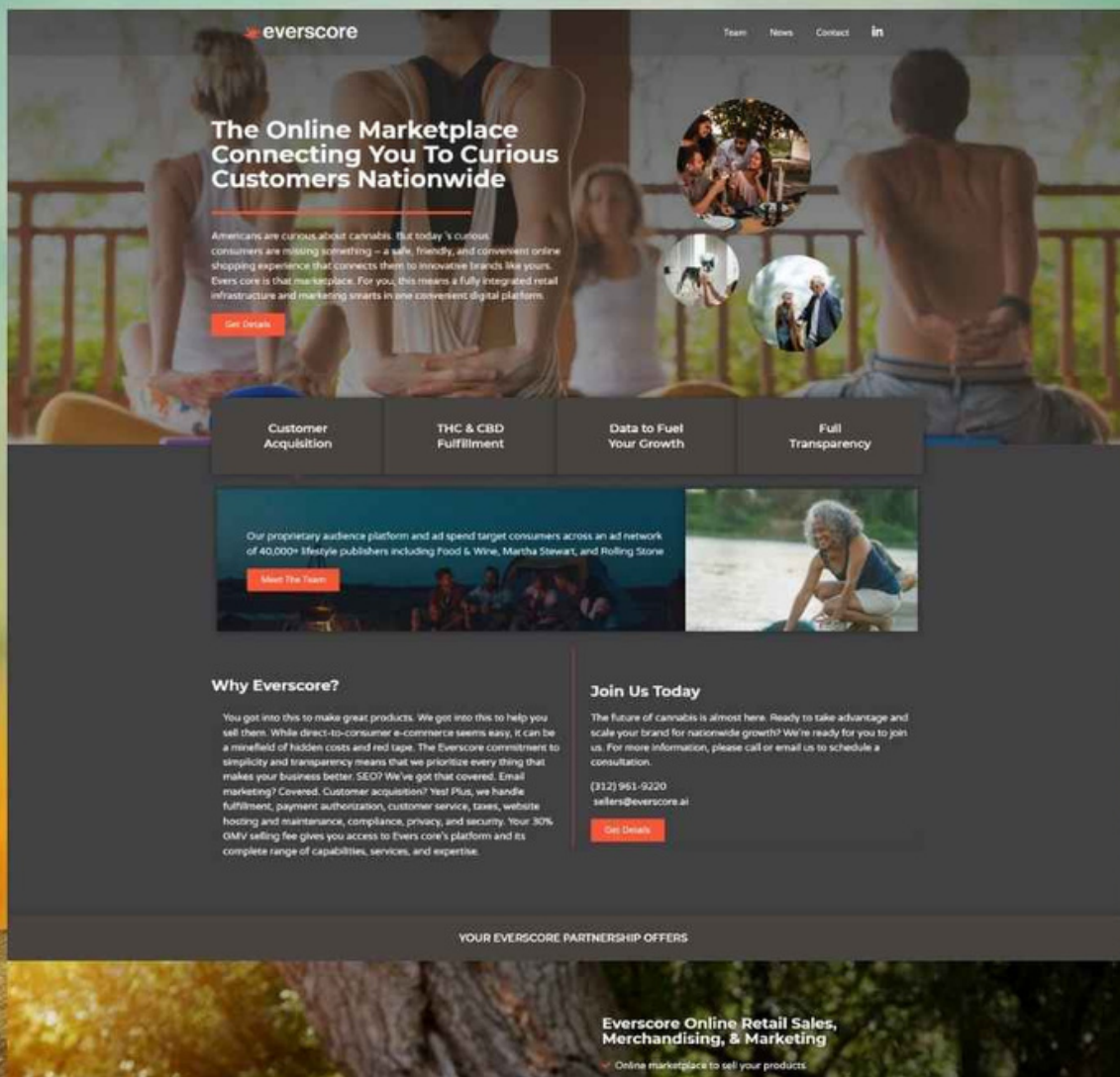
	A	C	D	E	G	H	I	K	L
	March				April				May
	News & Views	Local (e.g. SoCal/Quorum)	email	News & Views	Local (e.g. SoCal/Quorum)	email	News & Views	Local (e.g. SoCal/Quorum)	Email
Week 1	Best Practices for securing Perimeters	New program (Medallion communities) - "best practices"		Pandemic: Safety Reopening - How security has navigated the Pandemic?	Contracts & bidding		Active Shooters	Recreation & amenities	National Hospital Week (2 blasts sent out)
Week 2	Officer of the Month		Officer of the Month	Officer of the Month		Superior Service Award Winner	Officer of the Month		Bday Blast For Allen Clark
Week 3	Member Appreciation Month ASIS International			RAD - Blog Piece			Daily Duties of Security Officers		officer of the month
Week 4	Healthcare Security and Safety (Jamie Interview)		Healthcare Security and Safety	Main roles of a security officer		Pandemic: Safety Reopening - How security has navigated the Pandemic?	Memorial DAY (31)		Memorial DAY (31)
**** Which Posts will contain images??? For SEO purposes of alt tagging and letting Leslie know.						How security has navigated the Pandemic?			

## Content Calendar Creation and Management

Responsible for managing and creating the content calendar for our client. I was then tasked with making sure the content writer stayed on track with the content. I then would blog posts this for our client, get them added to social media, and blast the blogs out via our email marketing system.



# Website Build

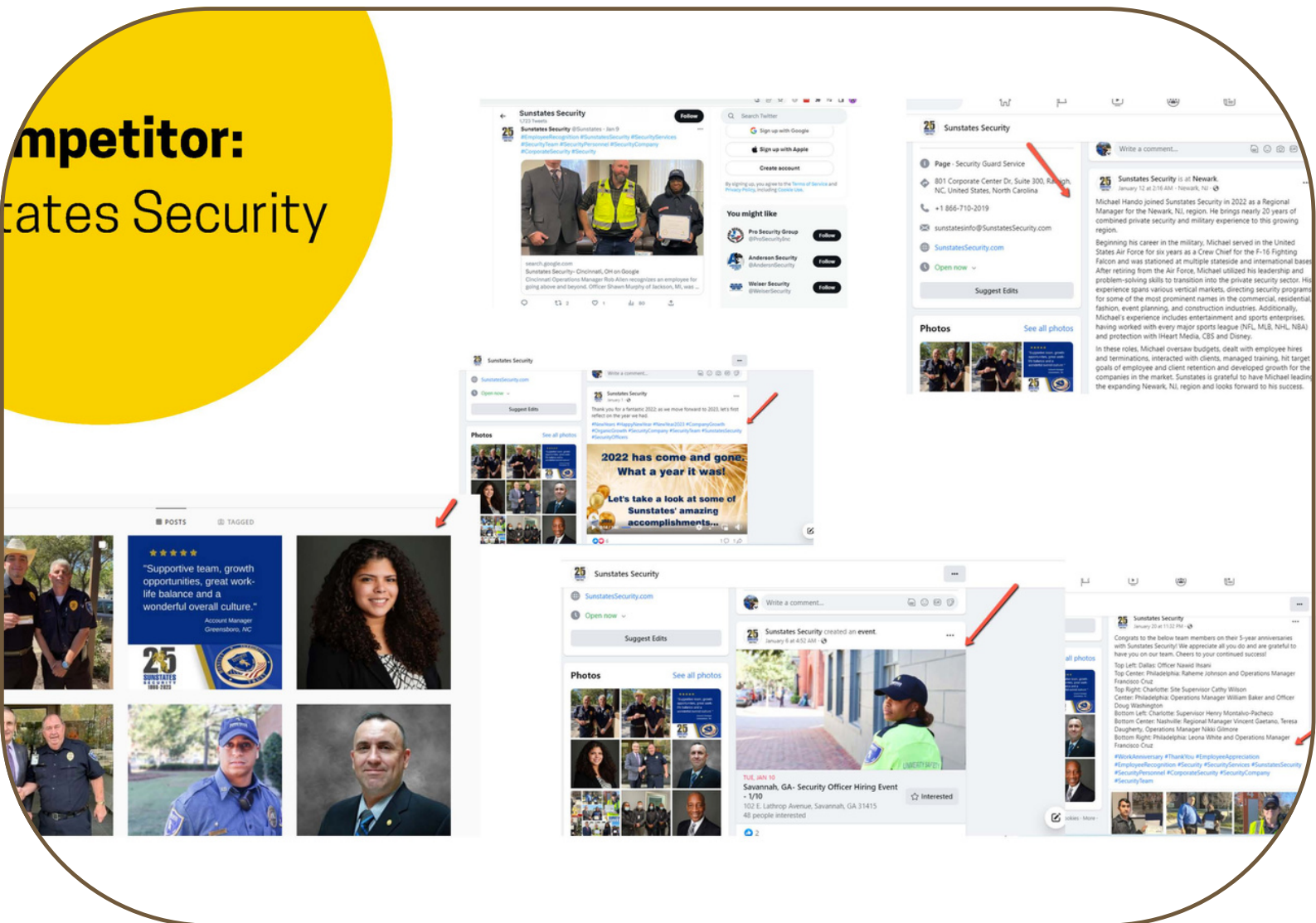


## Everscore

I handled the project's development from the time it was first conceived until it went live online. I organized the teams to design the website, kept everyone on schedule, and prepared project status reports while collaborating with stakeholders to define the project's scope.

# Competitive Social Media Analysis

Competitor:  
Sunstates Security



## DSI Security Services

Managed the monthly competitive social media analysis report. I made sure our social media manager gave us the monthly report on time so that we could then present our findings to the client. We then would find ways in which we could improve our clients social media results based on the data.