

WINTER GROWTH SUMMIT*

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CALENDARS FOR

SUNDAY DEC 8



FINAL DESIGN PROPOSAL



CASE STUDY: PHIRED UP

PHIRED UP

DRIVING GROWTH FOR PHIRED UP'S
WINTER SUMMIT

ABOUT PHIRED UP

Phired Up is a **SaaS company specializing in technology, education, and strategic solutions** for fraternities and sororities. By partnering with over **300 college campuses and 75 fraternal headquarters**, the company focuses on helping organizations attract, engage, and retain members. Their mission is to empower groups to build stronger, more inclusive, and sustainable communities through relationship-driven recruitment and data-driven insights.

THE CHALLENGE

Phired Up needed to create a high-performing **lead generation funnel** to attract new potential partners to their annual Winter Growth Summit. Their specific objectives included:

- **Promote the Winter Growth Summit** to increase awareness and attendance.
- **Target Gen Z university students**, with a focus on fraternity and sorority members.
- **Surpass previous attendance rates**, ensuring strong engagement.
- **Generate 200 SQLs** (Sales Qualified Leads) for their pipeline.

MY ROLE

As the **Account Manager**, I took a client-first approach, ensuring Phired Up's needs were met through a combination of strategic insight and tactical implementation. I focused on three core objectives:

1. **Understand** the client's goals and audience.
2. **Strategize** a plan tailored to their target market and organizational objectives.
3. **Implement** with precision to deliver measurable results.



SAVE THE DATE REEL

ko
KATHERINE ORTIZ

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COMMUNICATION STRATEGY

To achieve Phired Up's ambitious goals, I proposed a multi-faceted communication strategy designed to resonate with Gen Z while maximizing lead generation opportunities.

- **Leverage Organic Social Media**
 - Focused on high-engagement formats like Reels and carousel posts to capitalize on platform algorithms.
 - Created content tied to trending moments, incorporating popular artists like Charli XCX and humorous holiday memes.
- **Execute Segmented Email Campaigns**
 - Targeted emails to SQLs identified by the sales team.
 - Designed content specifically tailored to resonate with fraternity and sorority communities.
- **Partner-Exclusive Referral Emails**
 - Sent bi-monthly updates to partners, incorporating activations like giveaways to encourage referrals and boost participation.

ART DIRECTION

To complement the communication strategy, I collaborated with designers to develop a visual aesthetic that felt authentic to the target audience. Key elements included:



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- **A youthful design style** inspired by 2000s MTV and collage aesthetics.
- Imagery showcasing a **diverse range of student profiles** to reflect inclusivity.
- **Refreshed branding**, introducing vibrant new colors aligned with Gen Z preferences.

“Kat, oh my gosh, I love, love these! Love pulling in the new color!”

Colleen Blevins
Senior Director of Training
(Feedback on the Design Proposal)



SEGMENTED EMAIL CAMPAIGN

PHIRED UP

DRIVING GROWTH FOR PHIRED UP'S WINTER SUMMIT

RESULTS

Our 8-week campaign delivered outstanding results, exceeding expectations across every key metric:

- **Registration Success:** 2,657 students registered, with **1,967 attending** the summit.
- **Attendance Growth:** Increased summit attendance by 33% compared to the previous year.
- **Lead Generation:** Secured **308 SQLs**, surpassing the initial target of 200.

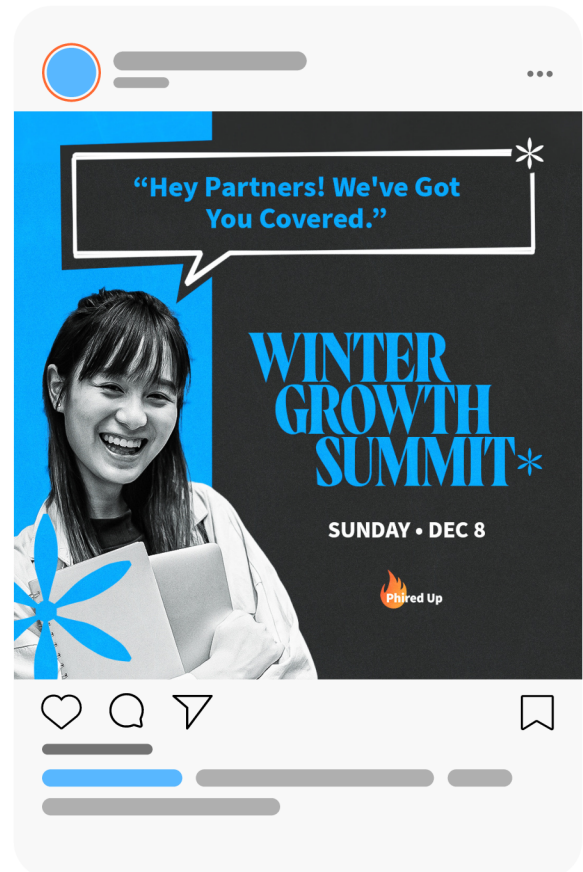
CONCLUSION

Phired Up was **thrilled with the success of the campaign**, with the summit ultimately converting **56 SQLs into new partners** for the upcoming fiscal year. The client praised the **innovative communication strategy** and **creative design elements**, requesting similar strategies for future events.

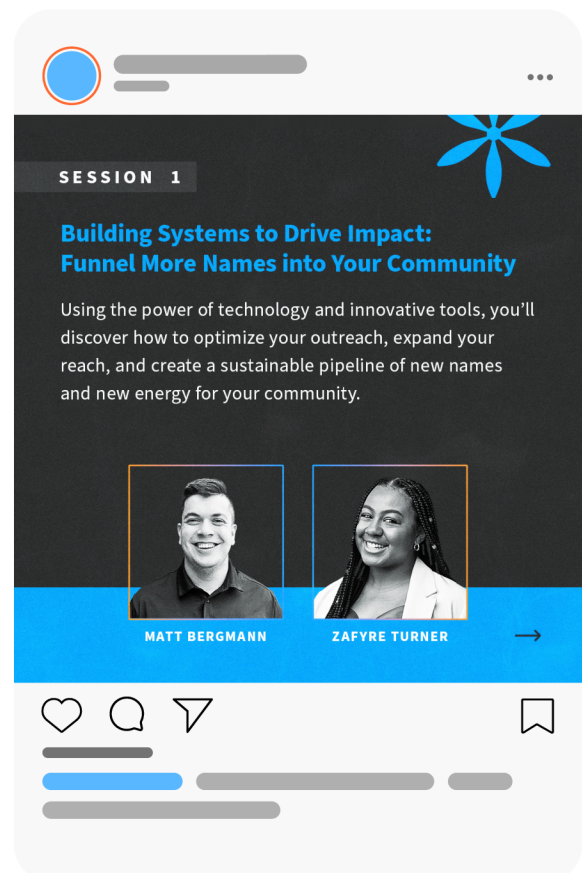
This case study highlights my ability to:

- **Develop data-driven strategies** tailored to specific client goals.
- Execute high-performing **digital marketing campaigns** across multiple channels.
- **Deliver measurable results** that exceed expectations.

Would you like to discuss how I can apply these skills to drive growth for your organization? Let's connect!



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