

WHO DOES WHAT IN CREATIVE SERVICES DATA, DESIGN & DIGITAL / WHO TO GO TO FOR WHAT:

Kezia:

- Annual Reports
- Character design/creation
- Logos
- Marketing design pieces (case stories, sell sheets, reports)
- Marketing photos/Images (i.e., you need a show graphic merged on laptop image)
- Posters Print design and layouts
- Scheduling Bifold/Postcards/Flyers
- Student/Parent Handbooks
- Student Playbooks
- TICs (Teacher Instruction Cards)

Matt:

- General proofing and quality control for Sales and Marketing pieces as well as SC materials
- Marketing copy
- Pardot copy, template creation and template editing
- Sales copy
- SC activation copy
- SC marketing copy

Melissa:

- Build and maintain functionality of Salesforce workflows, processes, & flows
- Create and monitor Pardot Engagement Programs
- Create new objects and fields within Salesforce and update page layouts
- Create Pardot Prospect Lists
- Design HTML email templates for all Salesforce-related emails
- Insert HML tags, dynamic content and links in Pardot templates
- Perform regular database maintenance tasks such as duplicate entry cleansing, account updates
- Review SC SMARC notes and update MCH with any account changes •
- Update, import and maintain Salesforce records and lists
 - school accounts
 - contacts
 - appearances
 - activations
 - campaigns
 - campaign members

Morgan:

- Activation videos
- Educational Point Video Production
- General NTC website updates
- Marketing videos
- Microsites
- Pardot email campaigns (set-up and layouts)
- SC and activation website updates
- Sizzle reels
- Uploading files (video, sound, digital)
- Video editing

Phoua: (Phoua's info to be added soon)