



**AARON M.
VILLALOBOS**

MARKETER
DESIGNER
STORY TELLER

I am responsible for a
moment in the life of
my brand and it is not
to be taken lightly.
It is my responsibility
to match the passion
the audience has for
the brand, or else I
am not doing my job.



BRANDING

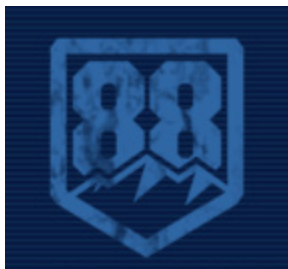
PRIMARY MARKS

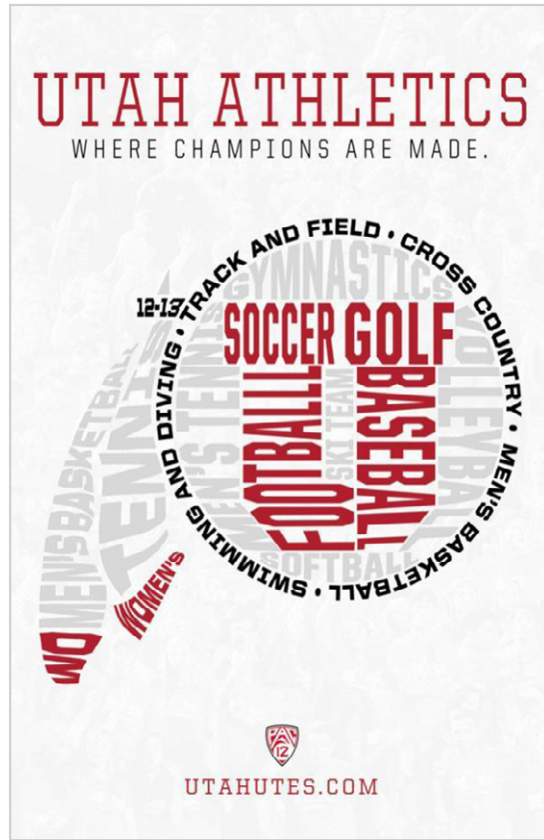
EVENT LOGOS

CAMPAIGNS

COMMEMORATIONS

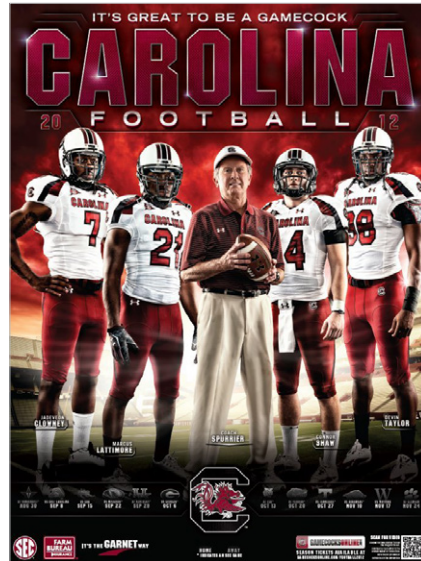
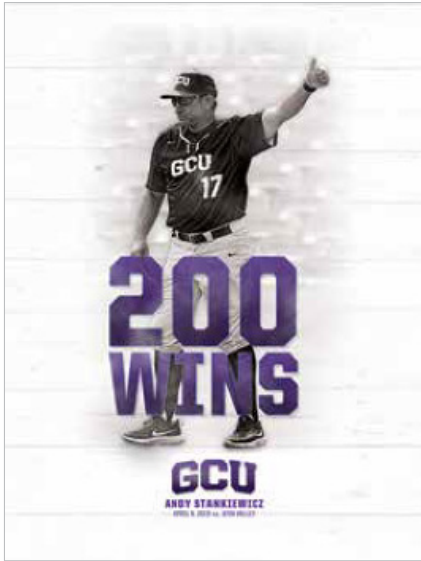
PRIVATE LABELS





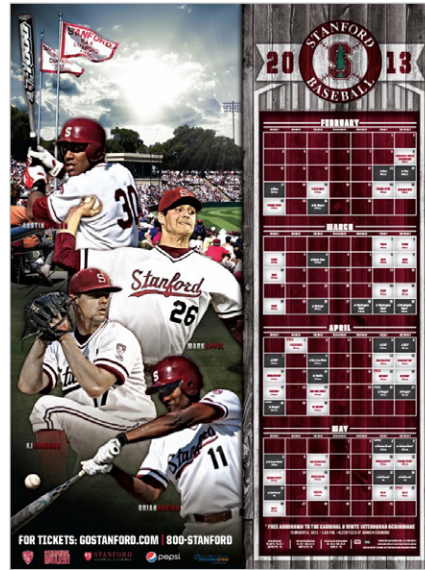
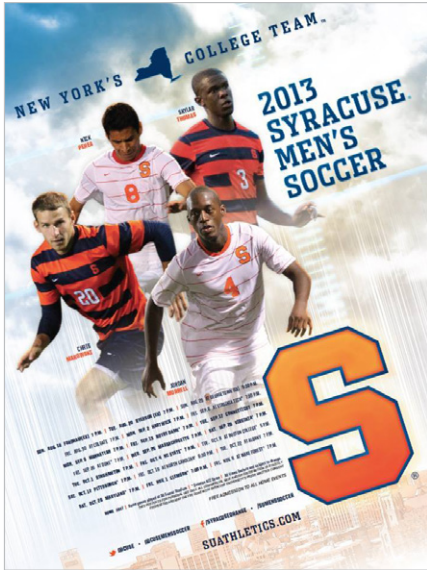
TYPOGRAPHY

TYPOGRAPHIC ART
WORDMARKS



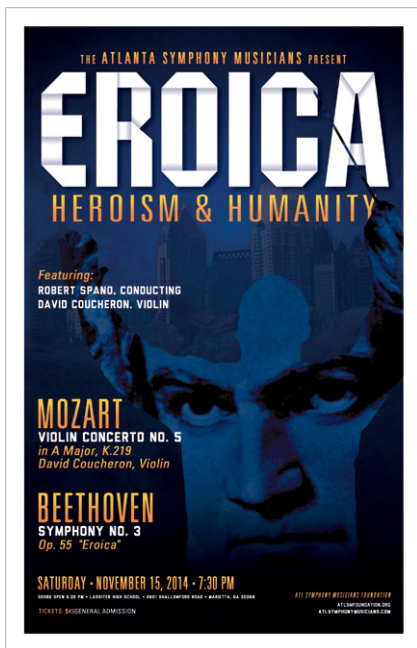
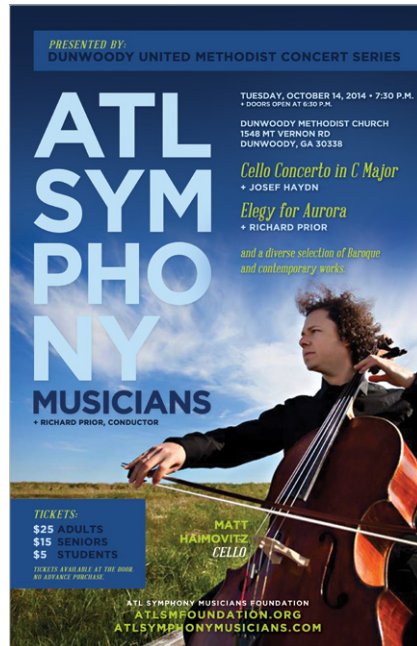
PRINT

SCHEDULE POSTERS
ADVERTISEMENTS



PRINT

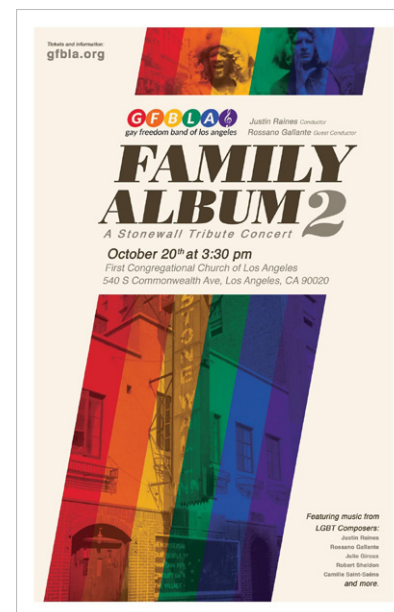
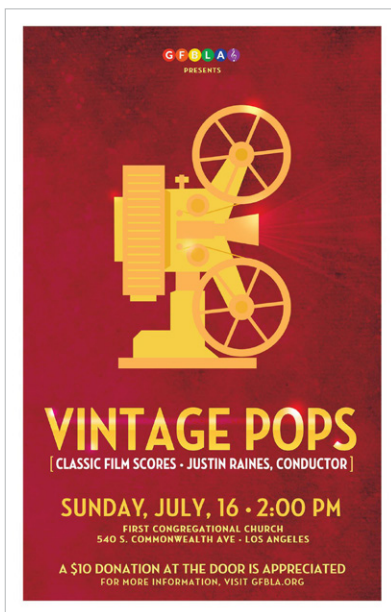
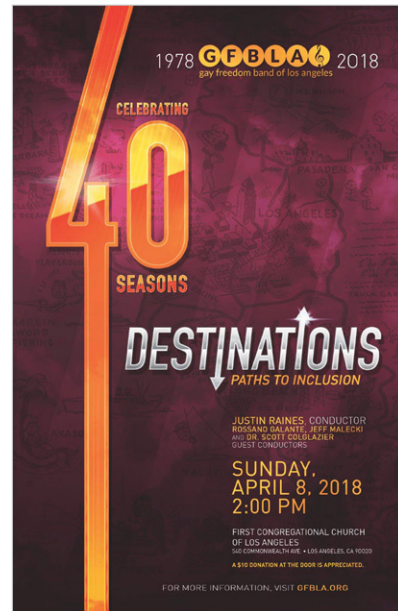
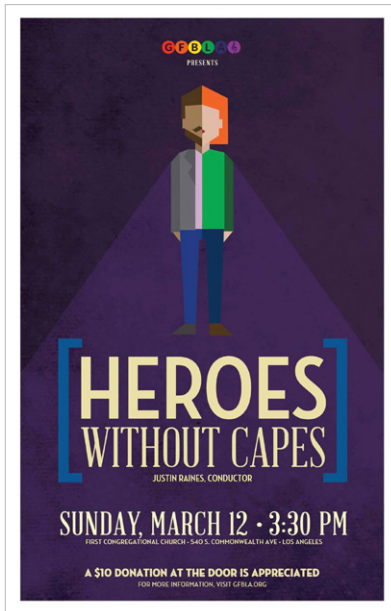
SCHEDULE POSTERS
ADVERTISEMENTS



PRINT

EVENT POSTERS
NON-PROFIT





PRINT

EVENT POSTERS
NON-PROFIT

THE GAMES

This inaugural *Games* in 2012 celebrated the 100th Anniversary of Jim Thorpe's iconic winning and record-setting performance in the 1912 Olympic Games in Sweden.

Athletes representing 160 nations, heads and throats bent across the United States will gather to share their stories in the spirit of the "World's Greatest Athlete" and Native American Legend, Jim Thorpe.

The Games will bring together thousands of Native Americans as athletes competing in 10 different sports, and a series of all-star games to give us a new way to watch through sports and festivals.

The Jim Thorpe Native American Games and Accos Sports is a 501(c)(3) non-profit charitable organization with programming, involvement in sports, education, health and fitness.

HIGHLIGHTS

- In 2014, attendance will be expected to one million and one female athlete will be a graduating high school senior. The Thorpe and his record-setting performance in sports, community and cultural movement and a senior athlete.

The Thorpe Athletes and Sports Accos Sports is a 501(c)(3) non-profit charitable organization which celebrates and rewards those who

use their game spirit to represent athletes in both college coaches and members from all different sports and activities.

A major opportunity for athletes to have participated in the Games each year

2014

2014 SCHEDULE

July 1st - 10th

July 11th - 15th

July 16th - 20th

July 21st - 25th

July 26th - 30th

August 1st - 5th

August 6th - 10th

August 11th - 15th

August 16th - 20th

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2014 SCHEDULE

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October 26th - 30th

November 1



BROCHURES

 LICENSE TYPE QUICK REFERENCE	
TYPES OF CLC LICENSES	
I INTERNAL CAMPUS SUPPLY ACTS Application requires using Website: www.lafayette.edu	L LOCAL LICENSE Application requires using Website: www.lafayette.edu
S STANDARD LICENSE Application requires using Website: www.lafayette.edu	
DEFINITIONS & PARAMETERS	
Allow a company to produce product bearing the University's name and/or logo for sale to the general public. The licensee must be a resident of the state in which the product is sold. The licensee must be a resident of the state in which the product is sold.	Allow a company to produce product bearing the University's name and/or logo for sale to the general public. The licensee must be a resident of the state in which the product is sold. The licensee must be a resident of the state in which the product is sold.
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APPLICATION FEES	
\$100 per license	\$100 per license
LICENSE COSTS	
License fee: \$100 Application fee: \$25 Total: \$125	License fee: \$100 Application fee: \$25 Total: \$125
TIMELINE	
APPLICATION CHECKLIST	
☐ COMPLETE APPLICATION ☐ PAY APPLICATION FEE ☐ PAY LICENSE FEE ☐ RECEIVE LICENSE	☐ COMPLETE APPLICATION ☐ PAY APPLICATION FEE ☐ PAY LICENSE FEE ☐ RECEIVE LICENSE



GEAUX RAGIN' CAJUNS TOURIST PROGRAM

Proposed Outline 12/08/2014

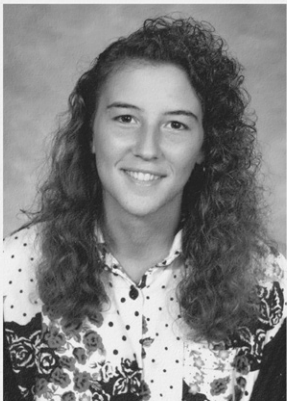
Background

U.S. Lafayette's licensing program is one of the most consistently successful in the country due in part to its very unique brand identity that includes very saleable colors and logos and unique word marks, including the University's stand-alone and circle surrounded fleur-de-lis, the peyan (an acorn), the "Lafayette" location reference "Lafayette," and "Ragin' Cajuns."

The vast majority of U.S. sales currently occur in the immediate Acadiana area from Opelousas, through Lafayette to New Iberia with some minor extensions into other areas of the state, including the outer reaches of Acadiana and the greater New Orleans area. U.S. headwear can also be found in small quantities across multiple headwear retail stores in dispersed locations throughout the region and in other states beyond. While we cannot determine exactly how much as a percentage of overall sales, we suspect that U.S. gear already sells to tourists and other consumers that have an affinity to the Cajun/Creole culture versus a direct relationship with the University.

1

GEAUX RAGIN' CAJUNS TOURIST PROGRAM

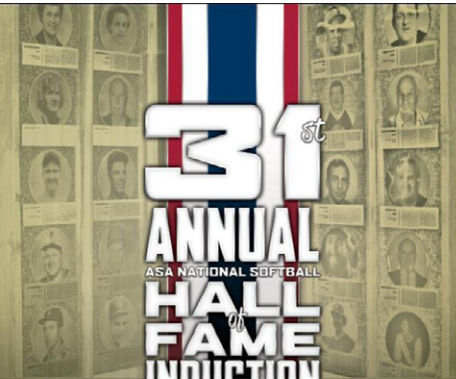


MS. CALCULATED

[A DATING PLAN SO EASY A TEENAGER CAN DO IT]

Perfect Attendance, National Honors Society, Yearbook, Newspaper, Key Club, Matchmaker

TRACIE HITZ



31ST ANNUAL HALL OF FAME INDUCTION CEREMONIES

NOVEMBER 9, 2011
MYRTLE BEACH, SOUTH CAROLINA

ASA National Softball Hall of Fame

Balls and Strikes

December 2011

Softball Magazine



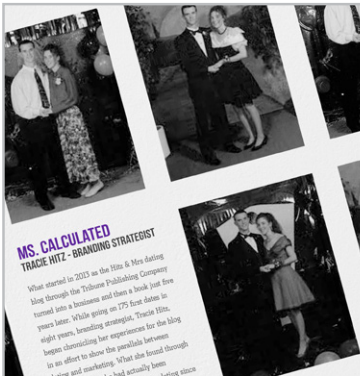
ASA/USA SOFTBALL PRODUCES

CHAMPIONS AT HOME AND ABROAD

EVERYTHING'S PEACHY
BRINGING ASA TO THE NEXT LEVEL
ON SUCCESS DOWN SOUTH

A YEAR TO CELEBRATE
40TH ANNIVERSARY OF THE NATIONAL COVERING BODY

www.softballmag.com



MS. CALCULATED

TRACIE HITZ - BRANDING STRATEGIST

When started in 2012 on the Hitz & Hitz dating blog through the Tribune Publishing Company turned into a business and then a book just five years later. While going on 175 first dates in eight years, branding strategies, Tracie Hitz began chronicling her experiences for the blog in an effort to show the parallels between dating and marketing. What she found through the process was she had actually been implementing marketing tactics in dating since landing her very first date way back in high school. Now, Hitz uses her experience and education to teach people how to build their personal brands and create marketing plans to get first dates. This book shows the reader not only how she calculated too. Hitz reveals ways so they can be calculated too. Hitz reveals ways so they can be calculated too. Hitz reveals ways so they can be calculated too. Hitz reveals ways so they can be calculated too.

Instagram: @mscalculated
Twitter: @mscalculated
Facebook: Facebook.com/HitzAndHitz



PUBLICATIONS

BOOK COVERS
MAGAZINE COVERS
SPREADS

STRIKE ZONE

FAM FAVORITES

A's LITTLE HERO HELMET

\$15.00

HOT DOG, CHIPS, WELCH'S FRUIT SNACKS & JUICE BOX IN A SOUVENIR HELMET

EVERY GAME, YOUR WAY
50% OFF ALL MENU ITEMS

STRIKE ZONE

FAM FAVORITES

SIGNATURE STOMPER JUICE

\$5.00

GREEN HAWAIIAN PUNCH WITH CHERRIES

EVERY GAME, YOUR WAY
50% OFF ALL MENU ITEMS

STRIKE ZONE

FAM FAVORITES

A's LITTLE HERO HELMET | \$15.00

- HOT DOG, CHIPS, WELCH'S FRUIT SNACKS & JUICE BOX IN A SOUVENIR HELMET

KIDS OF ALL AGES MEALS | \$7.00

- HOT DOG, CHIPS & JUICE BOX
- UNCRUSTABLES PBJ & MILK

FAVORITES | \$5.00

- HOT DOG
- UNCRUSTABLES PBJ

SIDES & SNACKS

- FRUIT CUP | \$5.50
- MUMMUS AND VEGGIES | \$5.50
- APPLE SLICES WITH CARAMEL | \$4.00
- RICE KRISPY TREAT (GF) | \$4.00
- ANIMAL COOKIES | \$3.00
- GOLDFISH | \$3.00

BEVERAGES

- BOTTLED WATER | \$5.00
- SNAPPLE | \$5.00
- JUICE BOX | \$3.00
- MILK | \$3.00

EVERY GAME, YOUR WAY
50% OFF ALL MENU ITEMS

MILKSHAKE PICK-UP

STATE

NEVER GOES OUT OF STYLE

We dug through New Mexico State's archives to create a unique, **vintage-inspired** clothing and accessories line for the most passionate and dedicated Aggie fans.

INTRODUCING NEW MEXICO STATE'S
College Vault

STATE

NEVER GOES OUT OF STYLE

We dug through New Mexico State's archives to create a unique, **vintage-inspired** clothing and accessories line for the most passionate and dedicated Aggie fans.

INTRODUCING NEW MEXICO STATE'S
College Vault

SIGNAGE

MENUS
RETAIL TOPPERS
POINT OF SALE



man·ag·ing·up (v) -

a communication strategy and practice for keeping your "boss" informed.



* Being all-inclusive and being too frequent is not always the desired practice.

* The size of the organization, the number of direct reports, seasonality and content are all situational factors that vary.

* Remain informational and not self-promotional.

* Continuing to draw attention to yourself (if not supported by other sources) can position you negatively in the eyes of management.



USE
DATA



PRESENT
SOLUTIONS



NO
SURPRISES



Assess the communication style of your manager. Don't be afraid to ask what they prefer in terms of communication style and frequency.



When in doubt, over-communicate. Your manager can always tell you if it's too much.



Use data to support your communication. We live in a data-driven, decision-making environment.



Rely on the facts and content of your messages to position you favorably with management, but don't overly self-promote.



Share bad news as well as good news. If you are identifying and presenting problems, identify possible solutions and alternatives. Present yourself as having the ability to be a problem solver and critical thinker.



Understand that time is precious. Therefore, having time to plan, prepare or react can be critical, so communicate in a timely manner at all times.



Your manager should never be surprised if the information to prevent that surprise is available to you.

Graphic created by Aaron M. Villalobos (@amvillalobos) for @OldHatCreative Wednesday's Hump Day on the MigalaReport.com • @themigalareport.com ©2013

STOP

PLEASE READ BEFORE ENTERING



AVOID THE PLAGUE

If you are sick or are experiencing flu-like symptoms, we kindly ask you to stay home for the safety of our staff and our other customers. Thank you for understanding and we offer you love, healing energy and a quick recovery!



PROTECT & SHIELD

Per City of Phoenix and CDC guidelines, a face covering must be worn over the nose and mouth **AT ALL TIMES** while in the store. **NO EXCEPTIONS.** If you are unable to wear a mask, a member of our staff can assist you with concierge shopping.



CAST A CIRCLE 6ft

To enhance social distancing, capacity is limited to only eight (8) customers at a time to maintain six (6) ft between individual shoppers. We ask all shoppers limit their shopping experience to **NO MORE THAN 15 MINUTES** out of respect for other customers in line.



CLEANSE & BANISH

Hand sanitizer is placed strategically throughout the store to help minimize the spread of COVID-19. Clean hands are one of the best ways to keep you and other members of our community healthy!



FROM BEYOND

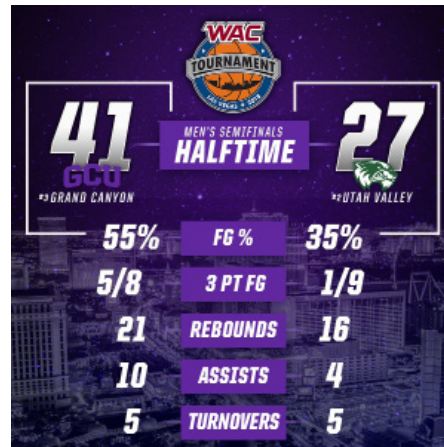
Avoid the line (or other humans). Visit the Purple Wizard Shop online at fantasiacrystals.com for all of your magical needs. In line and already know what you want? Ask a member of our staff about concierge shopping.

KEEP EACH OTHER SAFE • KEEP FANTASIA OPEN



INFOGRAPHICS

ARTICLE REVIEW
COVID-19 INFORMATION



SOCIAL MEDIA

CAMPAIGN
GAMEDAY GRAPHICS
STATISTICS



**ALL
EVERY
DAY**

**MAKE EVERYDAY
#WILDCATFRIDAY**

**SHOP LOCAL
FOR FOOTBALL**



**IT'S
OFFICIALLY
FOOTBALL
SEASON!**

**BE OFFICIALLY READY
TO BEAR DOWN.**

SHOP LOCAL AT THE UNIVERSITY OF
ARIZONA BOOKSTORES FOR YOUR
OFFICIAL #WILDCATFRIDAY GEAR!



**PAC-12
FOOTBALL
IS BACK**

SHOP LOCAL FOR FOOTBALL

**BLACK
FRIDAY**



**SHOP NOW
FOR ALL THE
WILDCATS IN
YOUR LIFE**



**SHOPPING IN A
WILDCATS
WONDERLAND**




**FIND THE PERFECT GIFT
FOR EVERY WILDCAT ON
YOUR HOLIDAY LIST**







**WORLD'S
GREATEST
MOMS
RAISE
WILDCATS**

 **SHOP OFFICIAL ARIZONA
MOTHER'S DAY GEAR HERE**



BEAR DOWN. CAP & GOWN.

GET WILDCATS GEAR FOR THE CLASS OF 2021 HERE



DIGITAL ADS

BRANDED
CAMPAIGN
WEB ADS



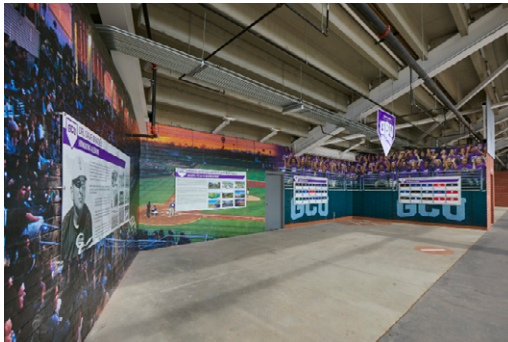
**E-MAIL
 GRAPHICS**

EVENT INVITES



ENVIRONMENT

RETAIL SIGNAGE
RETAIL DISPLAY
MOCKUPS

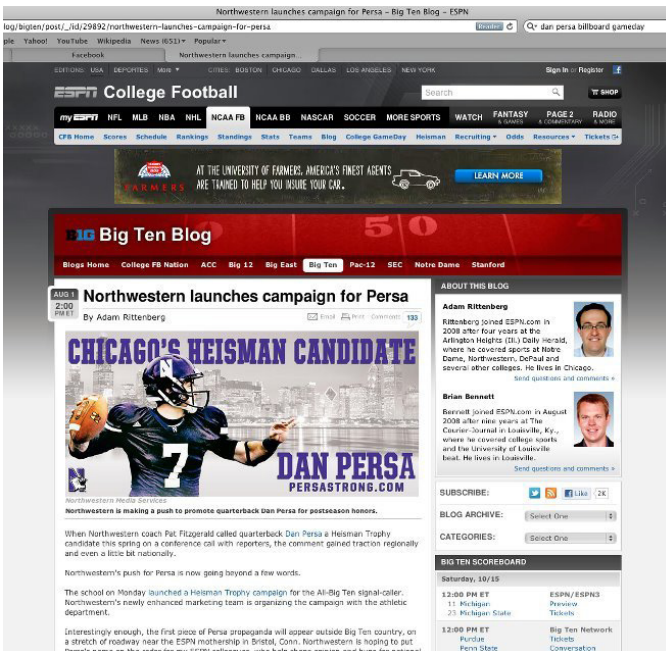


ENVIRONMENT

FACILITY SIGNAGE
INTERACTIVE
MONUMENT DESIGN
MOCKUPS



SMU had a high-brow reputation that many administrators felt discouraged community members from investing in the gameday experience. I worked with SMU to develop the “How SMU Does Gameday” campaign to show the greater Dallas-Ft. Worth community that the Mustang’s Saturday ritual is no different than anywhere else in the country, all while having some fun at their own expense.



When Northwestern knew quarterback Dan Persa would struggle for national exposure playing for a smaller school, I helped develop print, outdoor and promotional graphics for the University’s campaign to raise awareness for “Chicago’s Heisman Candidate.” Featured on ESPN Gameday and ESPN.com



CAMPAIGNS

CREATIVE
STRATEGY



AARON MATTHEW VILLALOBOS

PHOENIX, AZ • AMVILLALOBOS@GMAIL.COM • AMVILLALOBOS.COM • 512.925.6559

SKILLS

- Adobe Photoshop • Adobe Illustrator • Adobe InDesign • Adobe XD • Brand Management • Community Outreach • Copywriting
- Customer Relationship Management • Data Analysis • E-mail Marketing • Event Management and Production • Fundraising
- Graphic Design • Marketing • Microsoft 365 • Microsoft Excel • Microsoft Outlook • Microsoft PowerPoint • Microsoft Word
- Microsoft Teams • Photography and Video • Sales/Sponsorship Fulfillment • Social Media Strategy • Strategic Planning
- Trademark Licensing • UX/UI Design • Web Design • Zoom Video Services

PROFESSIONAL EXPERIENCE

Freelance • Phoenix, AZ

Marketing and Creative Consultant • May 2006- Present

- Offer à la carte creative services to individuals, non-profits and small businesses
- Contracted event planning and management for live events
- Strategic planning and analytics for marketing plans; brand development, management and growth
- E-mail marketing services; full content development, interactive content, mobile optimization and accessibility

Aramark Sports and Entertainment • Phoenix, AZ

Executive Administrative Assistant - West Region • March 2019 - June 2020

- Oversaw administrative needs for the Regional Vice President
- Managed expenses and travel accommodations for team members
- Responsible for ad hoc regional marketing needs including publications, branding, graphics and presentations
- Served as a visiting manager throughout the region to accommodate the needs of events and accounts

Grand Canyon University • Phoenix, AZ

Athletic Marketing Manager • December 2016 - March 2019

- Planned and executed marketing plans for GCU's 21 athletic teams
- Monitored the development of GCU Athletics' creative and marketing initiatives maintaining brand standard consistency
- Developed strategies for increasing fan affinity, on campus, in the community and beyond
- Oversaw team of project managers that oversee execution of creative and marketing initiatives
- Managed an Athletic event planner and Athletic Street Team of 20 members to enhance the gameday experience
- Served as athletic liaison for all athletic marketing inquiries directed at university marketing partners
- Responsible for increasing fan attendance at GCU Athletic events
- Oversaw community outreach for local groups and non-profits to increase attendance for all sports
- Cultivated new relationships in the community to increase fan participation in the Phoenix Metro and beyond

MELT Entertainment & Marketing Agency • Atlanta, GA

Contracted Art Director • July 2016 - November 2016

- Lead "look & feel" operations and managed aesthetic for new business development creative
- Created a range of concepts and designs for variety of projects working with creative team to ensure direction stays clear
- Developed innovative and strategically aligned creative concepts for clients
- Presented creative concepts and designs to account teams
- Contributed to storytelling and design for presentations and pitch decks
- Created design for events, digital, and retail, through presentations and securing clear client feedback
- Conceptualized interesting experiences across all media for audience enjoyment

Collegiate Licensing Company--Learfield/IMG College • Atlanta, GA

Partner Services Representative • December 2013 - June 2016

- Served as the day-to-day contact for approximately 20 collegiate brands
- Specialized in multi-cultural marketing; specifically to Hispanic and Latin American consumers
- Analyzed retail trends and marketplace data to develop strategies that generate new revenue for partner institutions
- Worked with WME/IMG partners to leverage data assets, talent and resources to enhance partner institutions experiences
- Created unique, targeted marketing campaigns that leverage university's unique cultures to promote and grow marketplace



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PHOENIX, AZ • AMVILLALOBOS@GMAIL.COM • AMVILLALOBOS.COM • 512.925.6559

- Conceptualized and helped produce smart phone applications for collecting data on counterfeit product and retail presence
- Assisted in new-partner acquisition and partner retention

Old Hat Creative • Norman, OK

Assistant Director of Marketing, Creative • July 2011 - November 2013

- Created original print and electronic collateral for over 80 NCAA institutions, professional teams and national agencies
- Assisted Chief Marketing Officer in identifying marketing solutions and developing marketing plans for clients
- Served as an in-game marketing, community outreach and gameday specialist for client reference
- Helped promote the external brand of Old Hat Creative through executing advertising campaigns, collateral and events

The University of Texas at El Paso • El Paso, TX

Marketing Assistant • December 2009 - June 2011

- Created marketing plans and managed gameday operations for men's basketball and track and field
- Assisted with in-game operations and marketing for women's basketball, soccer, volleyball, softball and football
- In-game marketing coordinator for the 2011 Conference USA Men's Basketball Championships
- Oversaw the planning and design of print, radio, television, outdoor and online advertising for the Athletic Department
- Assisted in the management of all social media marketing campaigns
- Aided in the facilitation of season ticket campaigns and volunteer ticket drives for the department
- Oversaw and advised Miner Maniac Student Rewards Program and the Miner XIV Student Spirit Group
- Advised the award-winning UTEP/Paydirt Pete Mascot Program. National runner-up 2010 Capital One Mascot Challenge

Texas State University • San Marcos, TX

Assistant Director for Marketing and Promotions • September 2008 - November 2009

- Managed marketing operations for volleyball, men's basketball and softball; assisted with soccer, football, baseball
- Developed and designed advertising and creative collateral materials, in various mediums, for the athletic department
- Served as adviser to the student-run spirit organization; assisted with the spirit program (Cheer and Mascots)
- Supervised student interns, integrating them into regular operations
- Assisted with acquiring new sponsorships and executing fulfillment duties specific to the partnership
- Worked with the University Marketing Office to regulate the program's brand identity; assisted in the licensing process (CLC)

New Mexico State University • Las Cruces, NM

Coordinator for Branding and Marketing • September 2006 - March 2008

- Managed marketing operations for women's basketball and assisted with football, volleyball and men's basketball
- Supervised marketing and gameday operations for men's basketball (2007)
- Co-coordinator of marketing events for the 2007 Western Athletic Conference Men's and Women's Basketball Tournament
- Directed campus outreach efforts and organized grassroot initiatives to increase interest NMSU athletics
- Maintained operations for Aggie Coach's Radio Show and Aggie Plaza fan tailgate experience
- Served as principle designer for the department focusing on advertising and creative collateral materials
- Helped manage and redevelop department's branding portfolio (CLC), creating continuity and resulting in new revenue
- Served as university liaison for all issues related to school's athletic mark and logo portfolio
- Supervised team of student interns and gameday workers
- Instituted an effective sportsmanship campaign in conjunction with student and community leaders

EDUCATION

New Mexico State University • BA Journalism and Mass Communications • Minor in Music • 2006

REFERENCES

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