X avier Element

STUDENT-LED, STUDENT-RUN DIGITAL MARKETING AGENCY & STUDENT CONSULTANCY





MEET THE TEAM

STUDENTS



- JUNIOR, MARKETING & ENTREPRENEURSHIP
- HOMETOWN: NEWARK, DE

Maggie Pryor

President & Co-Founder

SEDLER XCEL INVOLVEMENT

- SEDLER XCEL EXTERNAL RELATIONS COORDINATOR
- XAVIER ELEMENT CO-FOUNDER AND STUDENT LEAD

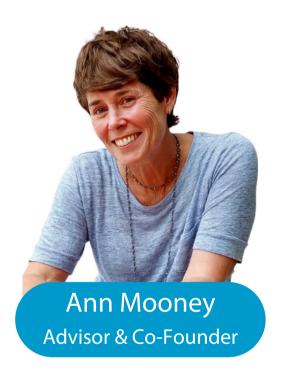
- JUNIOR, MARKETING & ENTREPRENEURSHIP
- HOMETOWN: ROCHESTER, NY
- STUDENT LEAD AT XAVIER ELEMENT MARKETING TEAM



- JUNIOR, GRAPHIC DESIGN
- MARKETING AND COMPUTER SCIENCE TRACKS
- HOMETOWN: COLUMBUS, IN
- STUDENT LEAD AT XAVIER ELEMENT CREATIVE TEAM

ADVISORS





MARKETING PROFFESOR

- SOCIAL MEDIA MARKETING
- DIGITAL MEDIA & ANALYTICS

SEDLER XCEL EXECUTIVE DIRECTOR

OUR MISSION AT

avier Element

CONNECTING CLIENTS WITH PASSIONATE & DRIVEN STUDENTS WHO SOLVE BUSINESS CHALLENGES WITH A UNIQUE GEN-Z PERSPECTIVE



What is Xavier Element?

TRAINING

Student consultants complete a series of training modules to get certifications in the latest digital marketing platforms such as: Canva, LinkedIn, Instagram, Facebook, TikTok, Adobe Suite, Google Suite & Analytics, and Meta Business.

INTERNAL

Next, consultants will be paired with Xavier internal clients including student offices, organizations, and academic departments to run their social media channels, create blog posts, edit websites, etc.

EXTERNAL

Finally, students will be paired with external clients, including companies in the Cincinnati ecosystem, and complete various marketing & consulting projects.

9

3

AT SEDLER XCE



THE ELEMENTALS: STUDENT LEAD FRAMEWORK

Creative

Creative students working as digital media consultants. The objective? To assist with creative projects, create visual asset development and organization, and expand the skill set of our consultancy as a whole.

Target Majors:

• Graphic Design, Digital Media, FINE ARTS, DIFT, advertising, etc.

Target Skills:

- Adobe Suite (Illustrator, InDesign, Photoshop, Lightroom, Premiere Pro, Dimension, etc.)
- Website Design (WordPress, SquareSpace, Wix, etc.)
- Additional: Procreate, Acuity, Canva, and more.

Marketing & Logistics

Facilitate client relationships with external and internal clients, establish and complete objectives set by clients, and oversee the specific goals and strategy implementation throughout the service period.

Target Majors:

Marketing, entrepreneurship, business analytics,
 sports marketing, management, or related majors

Target Skills:

- Background in social media use and/or management.
 - Facebook, Instagram, LinkedIn, TikTok
- Professional and driven to collaborate.



Introductory Pricing Overview

CONSULTANT I

MARKETING

\$15

INTEGRATION FEE

\$250 *

CONSULTANT II

MARKETING & CREATIVE

\$18

ADD-ONS:

BRAND DEVELOPMENT, **PHOTOGRAPHY**

\$500

STUDENT LEADS

\$21

PRESIDENT

\$22

*Varies on the needs of the client

TIMELINE & DELIVERABLES

1

Meet with a Xavier
Element student lead
and student
consultant to identify
your objectives &
needs.

2

SOW & Marketing
Plan are developed
and completed
based on the initial
client intake
meeting.

3

Any addendums and the alignment of objectives take place.

Xavier Element contract is reviewed and signed.

4

Customized Content
Calendar is created &
presented for
collaboration between
Xavier Element and
client's primary point of
contact.

5

Student Consultants
begin specific work
based on the
established strategy.
Regular
client/consultant
team check-in
meetings begin.

NOTABLE

Xavier ement

CLIENTS

















Carmargo



CURRENT

X avier Element

STATS

13

External Clients

9

Internal Clients

30

Consultants







shop

mpact

ourney

donate



take a drink, give a drink.

by using your ripple bottle, you are reducing your own carbon footprint and the plastic burden placed on landfills, oceans, streams, and other places that impact the environment.

We are the ripple

Photography Videography Web Design Graphics - Digital, 3D Mockups, and Vector Files for Engraving **Email Marketing Packaging Development** Social Media Management

HUNNA s H I R T S

Graphics
Social Media Management
Content Creation
Business Development





visit www.hunnashirts.com/store or click the link in our bio to get #hunnahappy



CONTACT US

MAGGIE PRYOR: (302) 528-4632

WILL POSTLER: (585) 284-7919

BREE GAYMAN: (812) 447-2699

ANN MOONEY: (513) 885-6666

element@xavier.edu

www.xavier.edu/sedler-family-center-for-experiential-learning/digital-marketing-agency/index

Sedler Center for Experiential Learning | Xavier University, Smith Hall G14



