



Xavier Element

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



MEET THE TEAM

STUDENTS



Maggie Pryor
President & Co-Founder

- JUNIOR, MARKETING & ENTREPRENEURSHIP
 - HOMETOWN: NEWARK, DE
- SEDLER XCEL INVOLVEMENT
- SEDLER XCEL EXTERNAL RELATIONS COORDINATOR
 - XAVIER ELEMENT CO-FOUNDER AND STUDENT LEAD



Will Postler
Student Lead

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



Bree Gayman
Creative Lead

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

ADVISORS



David Houghton
Faculty Advisor

- MARKETING PROFESSOR
- SOCIAL MEDIA MARKETING
 - DIGITAL MEDIA & ANALYTICS



Ann Mooney
Advisor & Co-Founder

- SEDLER XCEL EXECUTIVE DIRECTOR



OUR MISSION AT

Xavier
Element

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

What is Xavier Element?

1

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.

2

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.

3

EXTERNAL

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



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
Element

CLIENTS



CONEYHEAD

HUNNA
SHIRTS

Carmargo



STALL
LEGAL



CURRENT

Xavier
Element

STATS

13

External Clients

9

Internal Clients

30

Consultants



watrr

we are the ripple

Photography
Videography
Web Design

Graphics - Digital, 3D Mockups,
and Vector Files for Engraving

Email Marketing

Packaging Development

Social Media Management



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[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.

HUNNA

S H I R T S

Graphics

Social Media Management

Content Creation

Business Development



HUNNA

S H I R T S



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