



Xavier Element

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



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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.



INTERNAL CLIENT STRUCTURE

Internal: Tier I

Trial and Student Consultant Training

- Student Consultant onboarding
 - 3-5 hours maximum
 - 6 week rotation
- Social media management
- Content creation
 - Baseline graphics following brand guidelines
 - Utilize assets provided by client
- Customized content calendar
 - Creation, implementation, and client team collaboration
- A pre-existing brand kit and visual assets are required to initiate work with Student Consultant
- Weekly meetings
 - In-person or virtual

Internal: Tier II

Advanced / Paid Student Consultants

- Marketing and/or Creative Student Consultants
 - Hourly availability increases based on client needs
 - Assigned student consultant(s) regularly working with the client (i.e. limited rotation)
- Social media management
- Content creation
- Customized content calendar
- Creation, implementation, and client team collaboration
- Weekly or bi-weekly meetings
 - In-person or virtual
- Advanced service offerings
 - Web design, brand development, photography, video editing, and more

Introductory Pricing Overview: *Tier II Services*

Client charge: Xavier Element student wage rate, AT COST**

CONSULTANT I
MARKETING

\$12

CONSULTANT II
MARKETING &
CREATIVE

\$15

STUDENT LEADS

\$16

PRESIDENT

\$17

ADD-ONS:
BRAND DEVELOPMENT, PHOTOGRAPHY
\$500*



*Varies on the needs of the client

**Additional 2.5% academic benefit charge to all Student Consultant hourly wages

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.

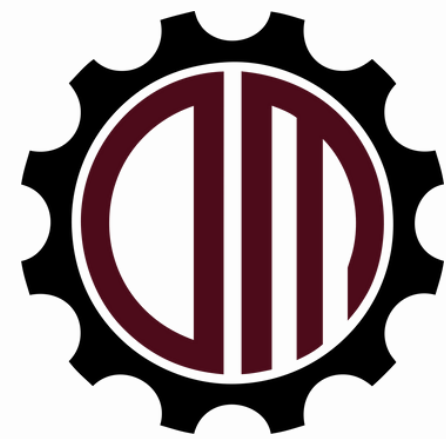
5

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



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CURRENT 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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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



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S H I R T S



Graphics
Social Media Management
Content Creation
Business Development

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