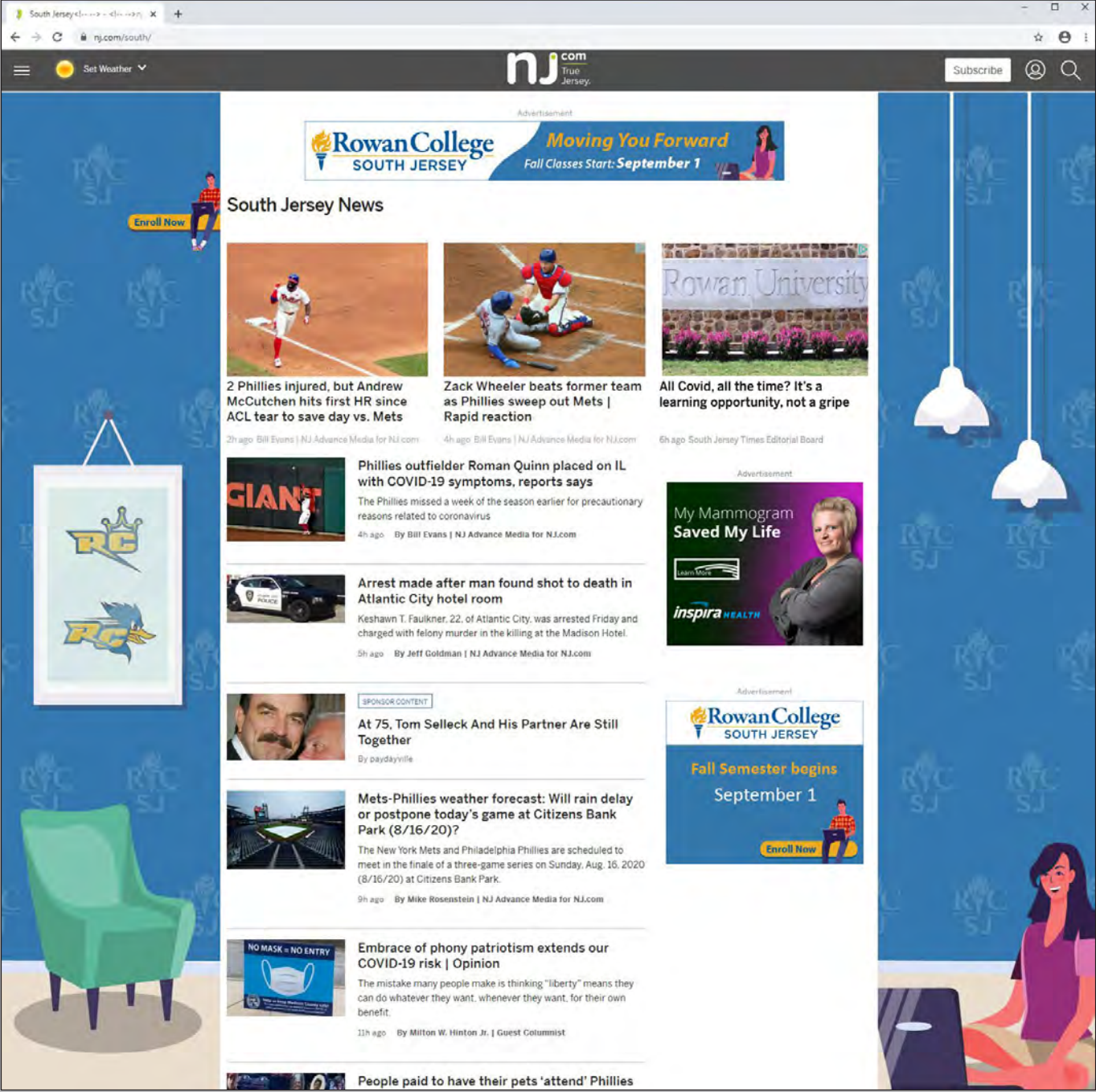


MARKETING CAMPAIGN

MOVING YOU FORWARD

Directly impacted by COVID-19, Rowan College of South Jersey, among all educational institutions, found itself at a marketing crossroads. Strategy shifted from highlighting industry-specific programs to delivering a more holistic lifestyle-based approach. To spearhead this evolving campaign, I developed a comprehensive array of materials that effectively promoted RCSJ's incentives, while remaining sensitive to social distancing guidelines, and the evolving climate. With material limitations, and inability to feature students, I focused on illustration-based campaign materials.

Webpage Takeover and Digital Ads



} Animated GIF

Billboard and Print Materials



Photos of live artwork courtesy of Clear Channel media group

