

University of San Diego

Volleyball



Volleyball Marketing Manager Pitchdeck

Caroline Amling

MY FULL PORTFOLIO
CAROLINEAMLING.COM



SAN DIEGO WAVES SPORTS MARKETING CLASS COMPETITION

EXECUTED PROJECTS

Logo Incorporation: Rebranding Sponsored Jersey Cancer Awareness Month

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San Diego Wave Crew Neck:
For the patients



San Diego Wave Jersey:
SD Wave players

caroline

- The San Diego Waves have expressed a desire to expand their consumer base in San Diego and foster continued loyal fan base growth. As part of their future soccer season business plan, they intend to incorporate sponsorship from a healthcare company.

OUR SOLUTION:

- My pitch to San Diego Waves was to incorporate both the sponsorship of UC San Diego Health as well as connect with fans. This pitch included a full walk-through of commercial ideas, merch rebranding and a Cancer Awareness Pitch for the month of October
- Slides 29-31 were created and presented by me

[CLICK HERE](#)

"WHAT'S BETTER THAN WOMAN SUPPORTING WOMAN?"

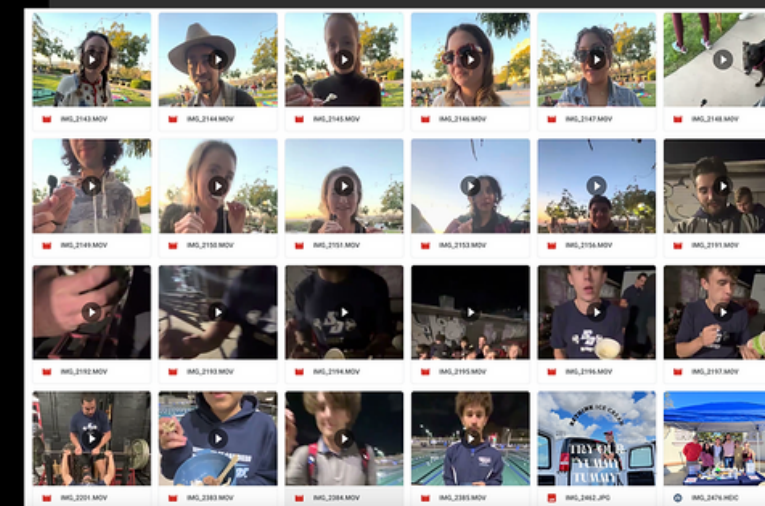


EXECUTED PROJECTS

RETHINK ICE CREAM MKTG & SALES INTERNSHIP

ReThink
A Kinder Ice Cream

- As a brand ambassador and intern, I had the privilege of leading samplings and marketing Rethink Ice Cream at Tu Mercado store, headquartered at the University of San Diego.
- My Weekly Tasks
 - Inventory check at Tu Mercado store
 - Samplings and promotion on campus
 - Recreating flyers and marketing material to promote at USD
 - Collecting testimonials/customer interviews at events
 - Reaching out to all clubs/sororities/societies on campus to promote Rethink Ice Cream product and build awareness



[CLICK HERE](#)





USD RUGBY FOUNDERS CUP PHOTOGRAPHY

[CLICK HERE](#)

PHOTOGRAPHY & VIDEO

ON THE FIELD:

- I took the initiative and asked the USD Men's Rugby team if they needed any footage shot pre and post-game at the Founder Cup and I was invited onto the field as a photographer. These are some of the raw stills (unedited) from the day.





USD RUGBY FOUNDERS CUP PHOTOGRAPHY

PHOTOGRAPHY & VIDEO



PHOTOGRAPHY & VIDEO



PLAY ME

hismile
get your smile back

**HISMILE DRAFT
VIDEO EDIT**

hismile

Project Assignment: Integrate a pressing global issue with a for-profit business. Make an ad to inspire consumers to make a meaningful purchase. The advertisement should highlight the positive impact of the product/service and encourage conscious consumerism.

For profit Business: hiSmile

Political issue: COVID-19 Mask Mandates

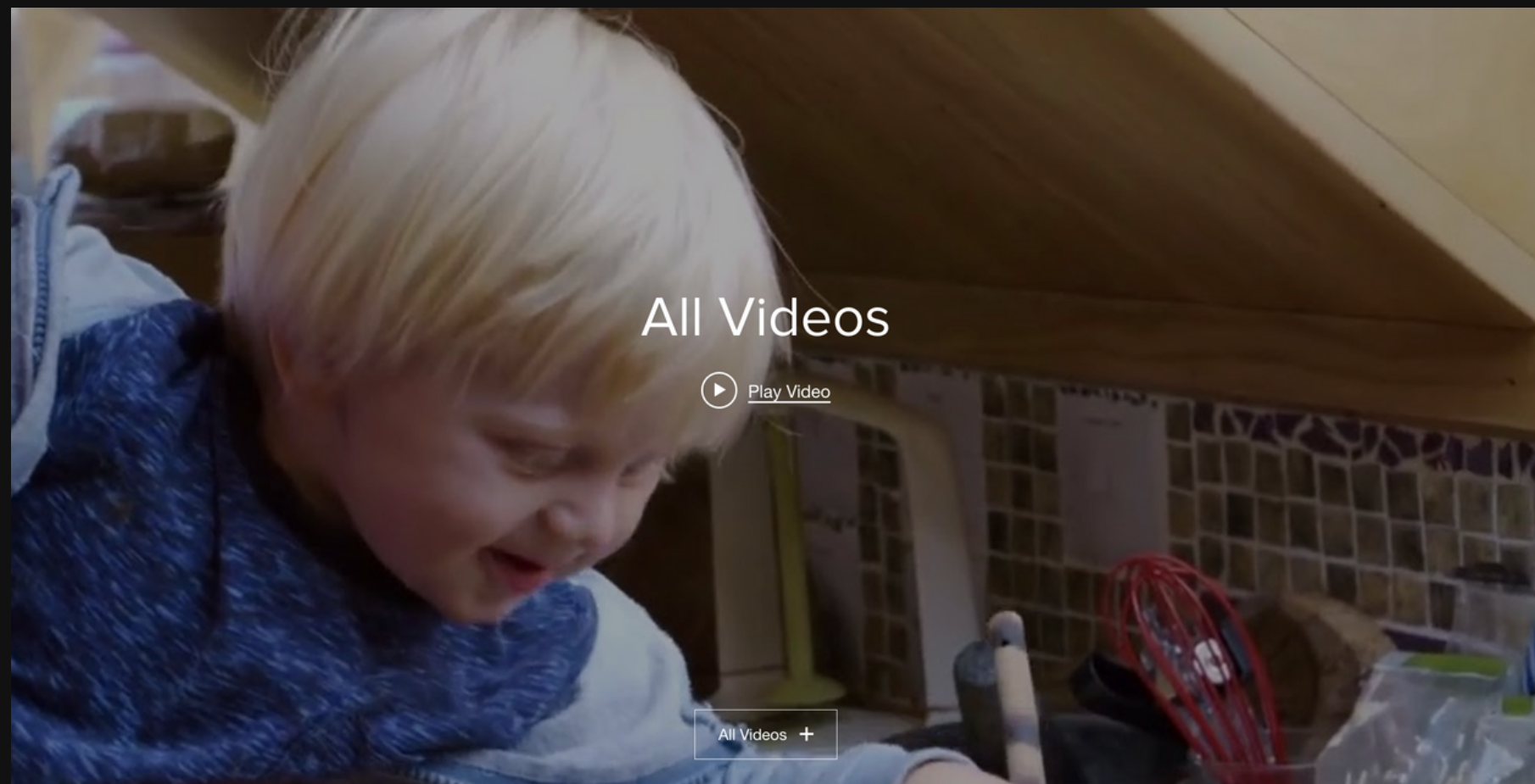
Program Used: Final Cut Pro & Stock Images



PHOTOGRAPHY & VIDEO



PLAY ME



**GERBER LIFE
INSURANCE**

**COLLEGIATE
SUMMER
MARKETING
COMPETITION**



The Challenge: Gerber Life Insurance is looking to elevate their online presence (primarily on LinkedIn) to better reach their prospective, current, and past employees, and tell the story of their corporate culture, benefits, and community involvement.

OUR SOLUTION:

Introduce employee spotlights as a means of enhancing employee satisfaction and motivating prospective candidates to apply.

Produce a video advertisement that effectively redefines the concept of Gerber Life Insurance for potential customers.



FURRY FANS

FAN ENGAGEMENT

Fans are encouraged to participate in a promotional campaign by submitting photographs of their canine companions, which will be subsequently shared on their social media stories or Instagram accounts, while also tagging the official USD Volleyball Team in their posts. As a gesture of appreciation for their engagement, participants' accounts will be entered into a raffle with the opportunity to win an exclusive surprise from the University of San Diego.

Pets wearing USD merchandise in the post will be eligible for an additional raffle ticket, enhancing their chances of winning. The fortunate recipient of the raffle will be announced at the break of a match.

 **San Diego Padres**  @Padres · Jul 17, 2020

Calling all #FriarFaithful and their furry friends! 🐾

Share a photo of you with your dog with the hashtag #PadresPets for a chance to have a cardboard cutout of you and your pup in the @PetcoPark Barkyard this season! 🙌



HOWDY USD!

STUDENT ENGAGEMENT + BULLPIT

By introducing group ticketing options alongside a selection of wearable merchandise, we aim to enhance the promotion of "The Bullpit" and encourage a higher turnout of USD students not only during championship games but throughout the entire season. This strategic approach seeks to engage a wider student audience by offering attractive incentives and creating a sense of camaraderie among attendees. The availability of group ticketing initiatives is projected to yield a significant increase in attendance, resulting in a more vibrant and energetic atmosphere during matches. Furthermore, the provision of appealing wearable merchandise will not only foster a sense of pride and unity among the students but also serve as a walking advertisement for "The Bullpit," thereby contributing to its greater prominence and popularity across the university community. Incorporating an app to buy tickets would also make the process more user friendly for students



USD APP



HOWDY
SAN DIEGO!



"INSIDE THE NET"

PODCAST

SOCIAL MEDIA EXPOSURE + ATHELTE SPOTLIGHT

Join us on this distinguished platform as we gather student-athlete captains, incoming freshmen, esteemed coaches, and essential staff for a post-championship or weekend tournament review. Our captivating podcast engages media sponsors, discerning scouts, and enthusiastic prospective fans who relish in the season's recap and training narratives. Moreover, it offers a unique opportunity for parents and loved ones residing out of state to stay closely connected and support their cherished athletes. Delve into the heart of competitive sports and be inspired by the dedication and excellence that define our esteemed athletic program.



PLAYER OF THE WEEK

ATHLETE SPOTLIGHT



Introducing our prestigious "Player of the Week" program, designed to inspire unparalleled dedication and teamwork among our athletes. This esteemed incentive encourages each player to push themselves and elevate the entire team during practice sessions. Our discerning coaches and respected team captains will cast their votes, meticulously selecting the individual who demonstrated unwavering commitment, passion, and exceptional effort throughout the week. This accolade not only recognizes outstanding performance but also fosters a culture of mutual support and camaraderie among teammates. The "Player of the Week" initiative stands as a testament to our unwavering pursuit of excellence and collective drive to achieve greatness on and off the field.



TEAM IMPACT

FAN + COMMUNITY ENGAGEMENT



In the esteemed "Team Impact" program, we aim to foster a profound connection between our players and the children they are paired with. As a powerful visual representation of this unique bond, each player will wear a specially designed jersey that matches the one worn by their partnered child. In a heartwarming display of support and unity, the child's name will be prominently printed on the sleeve of the players' game day shirts. This initiative not only emphasizes our commitment to making a positive impact in the lives of these young individuals but also symbolizes the shared values of compassion, dedication, and inspiration that define our team culture. "Team Impact" serves as a testament to the genuine and lasting connections we forge, transcending the boundaries of sport and embracing the power of humanity.





OREROS

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SAN DIEGO

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THANK YOU!

