



Proposal Response

Agency:

City of New Orleans

**Date of Submission: March 25, 2025,
12:00 pm CT**

Description:

RFP# PL-80-36-25 - Agency Branding And Communications Project

Submitted to: Regional Planning Commission

Address: 10 Veterans Memorial Blvd.

New Orleans, LA 70124

Attn: Ms. Joan Rupp, RPC Contracts Administrator

Email: jrupp@norpc.org

Prepared by: LEAP FIVE, LLC dba (matter)

Name/Title of Technical Point of Contact:

Ira Minor

Address: 214 E. 8th St., Floor 2, Cincinnati, OH 45202

Direct: (562) 896-9412

Email: GovRFPManager@leapgroupnetwork.com

"This proposal includes data that shall not be disclosed outside the Government and shall not be duplicated, used, or disclosed in whole or in part for any purpose other than to evaluate this proposal. If, however, a Contract is awarded to this Offeror as a result of or in connection with the submission of this data, the Government shall have the right to duplicate, use, or disclose the data to the extent provided in the resulting Contract. This restriction does not limit the Government's right to use information contained in this data if it is obtained from another source without restriction. The data subject to the restriction is contained in all sheets of this proposal."

Cover Letter

Regional Planning Commission (RPC)
Of Jefferson, Orleans, Plaquemines, St. Bernard, St. Charles,
St. John, St. Tammany, and Tangipahoa Parishes

Subject: Proposal for Branding and Messaging Strategy Services

Dear Selection Committee,

On behalf of (matter), I am pleased to submit this proposal on behalf of (human)x in response to the Regional Planning Commission's request for website development services. With over 25 years of experience, (human)x specializes in creating user-centric digital experiences that enhance accessibility, engagement, and functionality. We have successfully redesigned over 3,000 websites, demonstrating our ability to deliver solutions tailored to the unique needs of government agencies and public organizations.

Our team brings extensive experience in web development, UX/UI design, digital strategy, and analytics. We have worked with municipalities and public agencies, including the City of Mason, City of Ennis, State of Kansas, Town of Gilbert, Belle of Louisville, and Louisville Water Company, to develop scalable, high-performing websites that serve diverse community needs. Our approach ensures compliance with accessibility standards, seamless integration of complex data systems, and user-friendly navigation for residents, businesses, and stakeholders alike.

We are excited about the opportunity to partner with the RPC and leverage our expertise to create a website that aligns with your mission and objectives. Our team is committed to delivering a secure, responsive, and intuitive digital platform that enhances communication, transparency, and public engagement.

We look forward to the possibility of collaborating on this important initiative. Please do not hesitate to reach out if you have any questions or require additional information. Thank you for your time and consideration.

Sincerely,

(matter)

MICHAEL NOBLE

Government Business Development Manager



502-648-5149



mnoble@leapgroupnetwork.com

MODIFIED DOTD FORM: 24-102

RPC TRANSIT PLANNING REQUEST FOR PROPOSALS

(RFP)


PROPOSAL TO PROVIDE CONSULTANT SERVICES

Please read carefully, as this form differs from Standard Form DOTD 24-102. **Subconsultants should respond only to questions 1-9 and 16-19, and these responses should be labeled by firm and included as attachments to of the Prime’s submittal.**

ANY CONSULTANT FAILING TO SUBMIT ANY OF THE INFORMATION REQUIRED ON THE DOTD FORM 24-102, OR PROVIDING INACCURATE INFORMATION ON THE DOTD FORM 24-102, MAY BE CONSIDERED NON-RESPONSIVE.

Prime consultant should enter the firm name in the footer at the bottom of this page. (It will carry over to subsequent pages.)

1. Contract title as shown in the advertisement	AGENCY BRANDING AND COMMUNICATIONS PROJECT
2. Contract number(s) as shown in the advertisement	PL-80-36-25
3. Prime consultant name— (as registered with the Louisiana Secretary of State where such registration is required by law)	LEAP FIVE, LLC dba (matter) registration in Kentucky
4. Prime consultant? (Y/N)	Y
5. Consultant mailing address	2500 Technology Drive, Louisville, KY 40299
6. Consultant physical address (existing or to be established, if location is used as an evaluation criteria)	2500 Technology Drive, Louisville, KY 40299
7. Name, title, phone number, and email address of consultant’s contract point of contact	John Rivers, Agency Fit Consultant, 502-974-2287 jriver@leapgroupnetwork.com

<p>8. Name, title, phone number, and email address of the official with signing authority for this proposal</p>	<p>John Rivers, Agency Fit Consultant, 502-974-2287 jrivers@leapgroupnetwork.com</p>
<p>9. This is to certify that all information contained herein is accurate and true, and that the team presently has sufficient staff to perform these services within the designated time frame. By submitting this proposal, proposer certifies that it is not engaged in a boycott of Israel and it will, for the duration of its contract obligations, refrain from a boycott of Israel. Proposer also certifies and agrees that the following information is correct: In preparing its response, the proposer has considered all proposals submitted from qualified, potential subcontractors and suppliers, and has not, in the solicitation, selection, or commercial treatment of any subcontractor or supplier, refused to transact or terminated business activities, or taken other actions intended to limit commercial relations, with a person or entity that is engaging in commercial transactions in Israel or Israeli-controlled territories, with the specific intent to accomplish a boycott or divestment of Israel. The proposer also has not retaliated against any person or other entity for reporting such refusal, termination, or commercially limiting actions. RPC reserves the right to reject the response of the bidder or proposer if this certification is subsequently determined to be false, and to</p>	<div style="text-align: center;">  </div> <p>Signature (shall be the same person as #9):</p> <p><u>3/21/2025</u></p> <p>Date:</p>

<p>terminate any contract awarded based on such a false response.</p>							
<p>10. If a Disadvantaged Business Enterprise (DBE) is participating in the project team, indicate which firm(s) are DBEs and their percentage of the contract. If a firm is not certified as a DBE in Louisiana, please indicate the state where they are certified.</p>	<table border="0"> <tr> <td data-bbox="989 285 1094 321"><u>Firm(s):</u></td> <td data-bbox="1692 285 1797 321"><u>Firm(s)'</u></td> </tr> <tr> <td data-bbox="989 329 1031 365"><u>%:</u></td> <td></td> </tr> <tr> <td data-bbox="1098 418 1150 451">n/a</td> <td></td> </tr> </table>	<u>Firm(s):</u>	<u>Firm(s)'</u>	<u>%:</u>		n/a	
<u>Firm(s):</u>	<u>Firm(s)'</u>						
<u>%:</u>							
n/a							

11. Firm(s) Size:

For all firms that are part of this team, indicate the approximate number of personnel to be committed to this contract, by DOTD Job Classification and the total number of personnel within the firm that could provide support, if needed. If a specialized job classification is required and not included on the DOTD job classification list, specify "Other (xxxx)" and include the classification title inside the parentheses. The DOTD Job Classification(s) to be used can be found at the following link:

[http://wwwsp.dotd.la.gov/Inside LaDOTD/Divisions/Engineering/CCS/Job Qualification/Job%20Classifications%20with%20Descriptions.pdf](http://wwwsp.dotd.la.gov/Inside%20LaDOTD/Divisions/Engineering/CCS/Job%20Qualification/Job%20Classifications%20with%20Descriptions.pdf)

(Italicized examples are provided, please delete and replace):

Firm name	Sub or Prime	DOTD Job Classification	Number of personnel committed to this contract	Total number of personnel available in this DOTD Job Classification (if needed)
LEAP FIVE, LLC dba (matter)	Prime	Professional	13	13

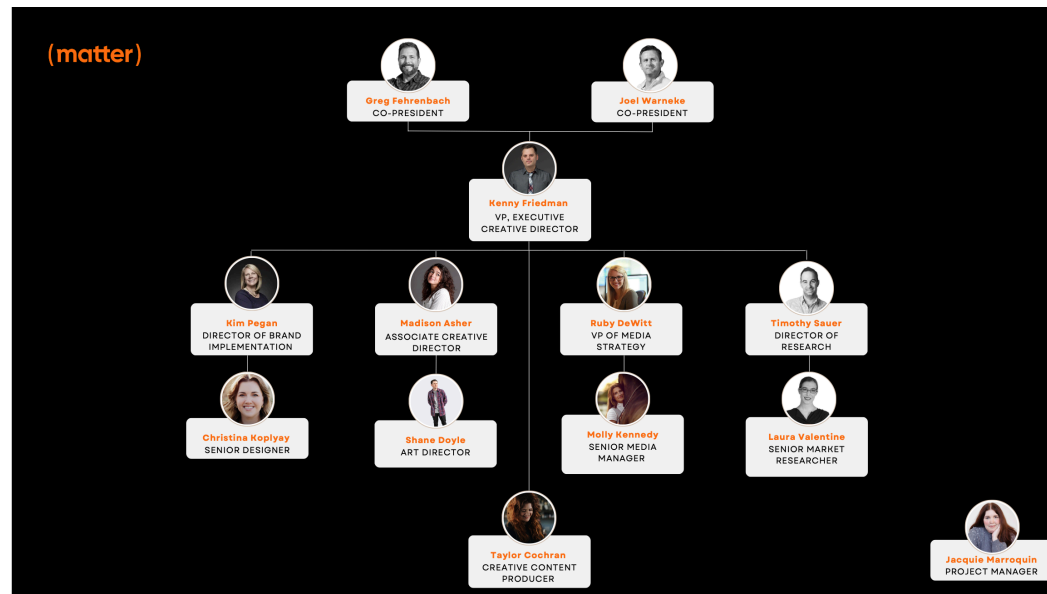
(Add rows as needed)

12. Organizational Chart:

Provide an organizational chart showing all prime consultant and sub-consultant (if applicable) personnel assigned to the contract, area of project responsibility for each, and reporting lines for the purposes of this contract. Note that all personnel included are expected to contribute to the conduct of the project, and any significant future changes to the chart must be pre-approved by the RPC Project Manager.

The (matter) team consists of highly skilled professionals with extensive experience in design, branding, marketing, UX, web development, and media services. Our key personnel bring expertise in creative direction, project management, production, and logistics to ensure high-quality deliverables.

Attached are responsibilities and an organizational chart outlining the roles and qualifications of our team members who will be directly involved in managing and executing services. The team has worked on projects for notable clients such as the City of Mason, City of Ennis, Belle of Louisville, Louisville Water Company, First Transit, American Kennel Club, University of Louisville, Igloo, Ford Motor Company, Shurtape Technologies, Cintas, Beacon, Petmate, and Johnson & Johnson, bringing extensive experience in creative strategy, media planning, design, and project management.



Key Team Members and Roles

Name	Role	Responsibilities	Methodology
Greg Fehrenbach	Co-founder, Senior Creative Strategist	Develops creative concepts and strategies that align with client goals.	Synthesizes audience insights to create innovative strategies.
Joel Warneke	Co-founder, Senior Creative Strategist	Provides strategic guidance for creative and campaign development.	Leverages 25 years of expertise to guide creative execution.
Jacque Mannoquin	Project Manager	Manages overall project execution, timelines, and client communications.	Utilizes structured project management practices to ensure timely delivery.
Ruby DeWitt	VP of Media Strategy	Oversees media planning and buying strategies across digital and traditional platforms.	Develops data-driven media strategies tailored to client objectives.
Molly Kennedy	Senior Media Manager	Develops detailed media plans and implements multi-channel strategies.	Purchases media buys and develops media tactics tailored to client goals
Kenny Friedman	VP, Executive Creative Director	Provides creative direction, aligns strategy with business goals, and leads ideation sessions.	Leverages two decades of experience to deliver impactful, innovative solutions.
Timothy Sauer, Ph.D.	Director of Research	Conducts research to inform strategic and creative decisions.	Utilizes qualitative and quantitative research methods for data-driven insights.

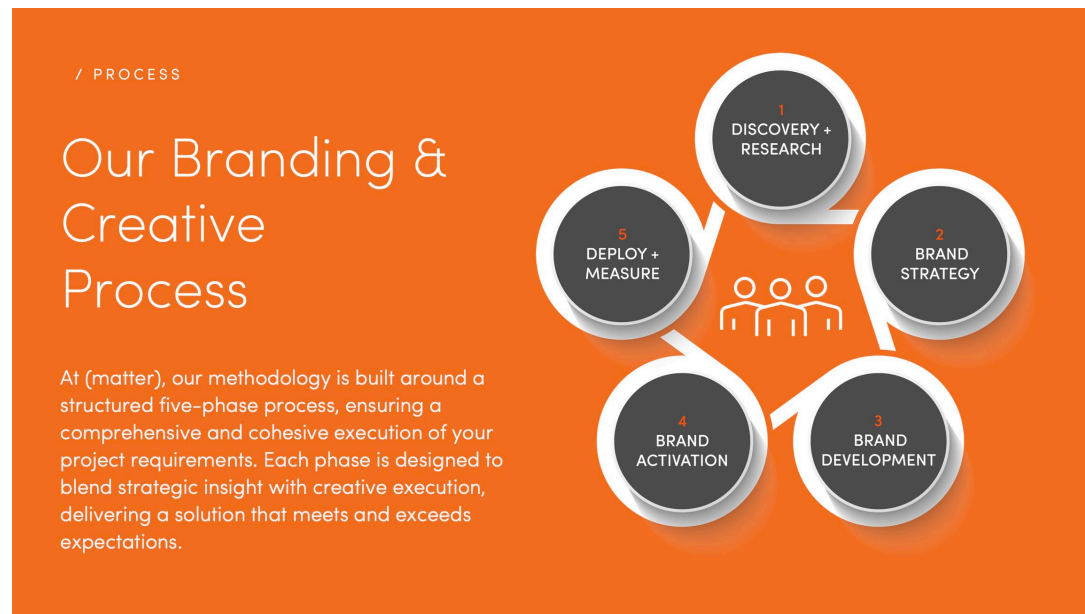
Laura Valentine	Senior Market Researcher	Gathers data and develops insights, analytics, and reporting.	Creates reports from research and campaign performances for insights and optimizations.
Shane Doyle	Associate Art Director	Assists in developing visual concepts and designs for print and digital projects.	Combines creative vision with client brand guidelines for cohesive outputs.
Kim Pegram	Art Director	Manages visual design across print, digital, and video platforms.	Combines creative vision with technical expertise for cohesive branding.
Madison Asher	Associate Creative Director	Supports creative strategy and execution in digital and video media.	Balances strategic insight with creative storytelling.
Christina Kopyay	Senior Designer	Creates visually compelling assets for print and digital media.	Applies human-centered design principles to align visuals with audience needs.
Taylor Cochran	Producer	Coordinates logistics for video and multimedia projects.	Ensures seamless scheduling, budgeting, and resource allocation.

13. Proposal Narrative

Describe the methodology by which the project team proposes to undertake this study, organized by the tasks and sub-tasks described in the scope. This narrative should be in sufficient detail to demonstrate that the project team understands the expectations of the scope and has the knowledge and expertise to successfully meet those expectations. Innovative and/or cost efficient approaches to conducting tasks are welcome, provided they do not compromise the quality or intent of the study. The narrative must not exceed ten (10) pages, including graphics. Any pages beyond the first 10 will be disregarded.

Approach and Methodology

At (matter), we take a strategic and structured approach to brand development—one that blends research, creativity, and execution to create a lasting impact. Our process ensures that every step, from discovery to deployment, is intentional and tailored to meet theThe Regional Planning Commission specific goals.



1. Discovery + Research

Before we can sell an idea, we first need to understand it—inside and out. Discovery and Research is where we get to the heart of the matter, peeling back the layers of the brand to uncover what truly drives it. We dive deep into the market, the people, and the forces shaping the landscape, all while keeping one goal in mind: clarity. We take a sophisticated, methodical approach, blending data with human insight, using everything from AI to community feedback. It's about finding the story, the pulse, the edge that's often hidden beneath the surface. Armed with this knowledge, we can create a brand story that's not just believable but undeniable.

Main Takeaways:

- We begin by uncovering the truth, seeing the brand as it is.
- Research isn't just about numbers—it's about understanding people, culture, and opportunity.
- The goal is to craft insights that lead to a clear, actionable direction.

Deliverables:

- **Kickoff Meeting Summary:** A document summarizing the meeting's outcomes, including project scope, objectives, and stakeholder alignment.
- **Stakeholder Interview Reports:** Transcriptions or summaries of key interviews, highlighting main insights and conclusions.
- **Competitive Analysis Report:** A document detailing the competitive landscape, including strengths, weaknesses, and opportunities.
- **User Personas & Journey Maps:** Visual representations and descriptions of user personas, along with corresponding journey maps that map the user experience from start to finish.
- **Research Findings Summary:** A consolidated report of all research conducted, including insights gathered from stakeholders, competitive benchmarking, and user behavior analysis.

Timeline: Month 1 (4-5 weeks)

2. Brand Strategy

Now that we know the lay of the land, it's time to chart the course. Brand Strategy is where we turn knowledge into power. It's the blueprint that will guide everything from messaging to design, giving the brand a clear sense of direction and purpose. At this stage, we identify the brand's soul—the essence that will define its voice, its personality, and its uniqueness. We ask ourselves the hard questions: What makes this brand stand out? Why should anyone care? With our findings, we begin crafting positioning statements that will serve as the foundation for everything that follows. We create mood boards, or “Brandscapes,” to explore potential directions, each one a visual metaphor for the brand's future. The strategy doesn't just inform—it inspires, paving the way for a brand that feels authentic and meaningful.

Main Takeaways:

- A brand is nothing without a purpose. Strategy gives it one.
- We define what makes the brand unique and create a roadmap that tells its story.
- Positioning statements and visual concepts anchor the brand, making it memorable.

Deliverables:

- **Brand Positioning Statement:** A concise document capturing the brand's unique value proposition and market positioning.
- **Messaging Framework:** A document outlining key messaging for various audiences, including tone of voice, value propositions, and messaging pillars.
- **Brand Personality & Tone of Voice Guidelines:** A document detailing the tone, language, and voice to use across all channels.
- **Brand Architecture:** A clear, visual representation of how the brand structure supports the overarching business goals.

Timeline: Month 2 (4-5 weeks)

3. Brand Development

Here's where the magic happens. Brand Development is the process of breathing life into the strategy we've built. This is where we take the words, the ideas, the vision, and translate them into something tangible—something people can touch, see, and feel. A logo isn't just a logo; it's a symbol of everything the brand stands for. The color palette? It's the visual voice of the brand, a language that

speaks without words. Each element is crafted meticulously, tested, refined, and aligned with the original strategy. It's an artful balance between design and meaning, where every detail counts. And once we've crafted the visual identity, we don't leave it to chance. We create brand guidelines to ensure that every touchpoint, from websites to billboards, speaks with the same voice. Consistency builds trust, and trust is everything.

Main Takeaways:

- This is where ideas become real, and the brand is given its face and voice.
- Every element of design is crafted to reflect the brand's essence.
- Guidelines are the secret to consistency—and consistency builds credibility.

Deliverables:

- **Logo Concepts:** A presentation of 3-5 initial logo concepts that represent the brand's personality and positioning, accompanied by rationale for each design direction.
- **Mood Boards:** Visual collections that capture the style, tone, and look-and-feel of the brand.
- **Brand Visual Identity Package:** A complete visual identity, including the final logo design, typography, color scheme, and key visual elements (patterns, icons, etc.).
- **Design Mockups:** Mockups for key applications such as the website, brochures, signage, and social media profiles. These will showcase how the visual identity translates into different media formats.
- **Brand Guidelines:** A detailed document that outlines how to apply the visual identity across various platforms and materials, including logo usage, color codes, typography, and imagery styles.

Timeline: Month 3 & 4 (8-10 weeks)

4. Brand Activation

It's one thing to create a brand; it's another to make it come alive. Brand Activation is the moment when strategy and design meet the real world. This is where we take everything we've created and turn it into experiences that connect with the audience. Whether it's a campaign, an event, or a social media push, every activation is crafted with the goal of sparking a genuine response. We want to make people feel something. To get them to act. To make them loyal to the brand. But it doesn't stop there. We're constantly measuring, refining, adjusting. The work never ends—it's an ongoing conversation between the brand and its audience. And like any

good conversation, it's all about timing. We make sure the brand is speaking to the audience at just the right moment, with the right message.

Main Takeaways:

- Activation is where the brand truly meets the world—and it's where the magic happens.
- We craft experiences that engage, excite, and inspire loyalty.
- Measurement and refinement ensure we're always hitting the mark and creating real impact.

Deliverables:

- **Brand Launch Strategy Document:** A comprehensive launch plan outlining tactics, timelines, and responsibilities for the launch phase.
- **Digital & Social Media Campaign Assets:** A set of content for social media platforms, including posts, banner ads, and video ads.
- **Content Assets:** Fully developed written content, visual assets, and copy for marketing materials, website, and social media.
- **Press Release & Media Kit:** A formal press release announcing the brand and a media kit containing key messaging and visuals for journalists.

Timeline: Month 5 (4 weeks)

5. Deploy + Measure

The final act is just as critical as the opening. Deploying the brand into the world isn't a one-time shot—it's an ongoing process. Content must reach the right people at the right time, through the right channels. The question isn't just "Is it out there?"—it's "Is it working?" This is where measurement comes in. We don't just throw a campaign into the ether and hope it sticks. We track performance, analyze results, and measure ROI, adjusting the approach as needed to keep the brand on track. But we don't do it alone. We work hand-in-hand with our clients, making sure everyone is aligned on what success looks like. Every campaign, every post, every ad is a chance to further refine the strategy, ensuring the brand continues to grow and thrive.

Main Takeaways:

- Deployment is just the beginning—the real work is in making sure the message lands.
- Continuous measurement ensures that the brand is performing at its peak.
- Collaboration with clients is key to aligning on goals and adjusting the strategy for success.

Deliverables:

- **Fully Functional Website:** A fully responsive, CMS-based website that aligns with the brand's visual identity and strategic goals.
- **Quality Assurance Test Report:** A document outlining all QA tests conducted and any issues fixed.
- **Launch Support Documentation:** A report summarizing the launch process and any issues addressed.
- **Analytics & Performance Report:** A comprehensive report detailing key website metrics such as traffic, conversion rates, and user engagement, along with recommendations for future optimizations.
- **Post-Launch Review & Optimization Plan:** Recommendations and a plan for ongoing improvements to ensure the brand's continued growth and effectiveness.

Timeline: Month 6-8 (7-8 weeks)

By adopting a structured and collaborative approach, we ensure The Regional Planning Commission's goals are met with precision and excellence, delivering high-quality results that enhance customer engagement and drive business growth.

14. Project Schedule

A schedule shall be provided for all prime and sub-consultant tasks as described in the Section 13. The schedule should be in GANTT or a similar format. The proposed timeline must fit within the delivery requirements described in the project scope. Any future modifications to the proposed schedule must be approved by the RPC Project Manager.

Detailed 8-Month Project Schedule

Month 1: Discovery & Research

- **Project Kickoff & Alignment:** The project will begin with a kickoff meeting to align with the project stakeholders, confirm project goals, deliverables, and establish communication protocols.
- **Stakeholder & Community Interviews:** Conduct interviews with key stakeholders and community members to gather input on the project scope, challenges, and opportunities. This will help shape the direction of the branding and website development efforts.
- **Competitive Analysis & Benchmarking:** Research industry competitors and identify best practices in branding and website development to set benchmarks for the project.
- **User Persona Development & Journey Mapping:** Develop user personas based on the research findings to understand target audiences better. This will lead into mapping user journeys to guide the website structure and design decisions.

Month 2: Brand Strategy Development

- **Define Brand Positioning & Core Values:** Work on defining the brand's core values, positioning, and differentiation in the market. This will form the foundation for the brand's strategy.
- **Develop Brand Personality & Tone of Voice:** Establish the personality and tone of voice for the brand, ensuring alignment with the target audience's needs and expectations.
- **Key Messaging Framework & Validation:** Create a key messaging framework that resonates with the target audience, ensuring clarity and consistency. Test and validate messaging with stakeholders and user groups.

Month 3: Brand Development & Creative Concepting

- **Logo Exploration & Mood Board Design:** Begin exploring logo concepts and design ideas, creating mood boards to communicate the intended aesthetic direction.
- **Typography, Color Palette & Visual Identity:** Define typography, color palette, and overall visual style for the brand, ensuring it's consistent with the defined brand personality and positioning.
- **Initial Design Concepts & Internal Feedback:** Develop initial design concepts for logos, website UI, and other visual assets. Collect internal feedback from stakeholders and refine the designs.
- **Refinements, Finalization & Guidelines:** Refine the designs based on feedback, finalize the visual identity, and prepare brand guidelines for consistency in future usage.

Month 4: Brand Activation & Marketing Strategy

- **Develop Marketing & Communication Strategy:** Formulate a marketing and communication strategy that outlines how the brand will be promoted and how the messaging will be conveyed to the target audience.
- **Social Media & Content Strategy:** Develop a social media and content strategy, outlining the type of content that will be created and how it will be distributed across various channels.
- **Campaign Development & Asset Creation:** Begin the development of marketing campaigns and creation of promotional assets, including advertisements, social media graphics, and other visual materials to support the brand's activation.

Month 5: Website Development & Content Creation

- **UX Research & Wireframing:** Conduct thorough UX research, including analyzing user behaviors, needs, and goals. From this research, create wireframes that outline the structure and functionality of the website.
- **UI Design & Visual Prototyping:** Translate the wireframes into visually compelling user interfaces. Create high-fidelity prototypes that will define the user experience.
- **Content Writing & SEO Optimization:** Begin the content creation process for the website, ensuring all copy is aligned with brand messaging. Simultaneously, optimize the content for search engines to increase organic traffic and visibility.

Month 6: Website Development & Testing

- **Website Development & CMS Integration:** Begin the development of the website, focusing on building out the site's pages, integrating the content management system (CMS), and ensuring the website structure aligns with the wireframes and designs.

- **Testing & QA (Usability, Performance, Security):** Conduct thorough testing of the website, including usability testing to ensure the user experience is intuitive and seamless. Additionally, test website performance and security, ensuring the site functions efficiently and securely across all devices and browsers.

Month 7: Deployment & Final Preparations

- **Final QA & Bug Fixes:** Perform a final round of quality assurance (QA) testing, identifying and fixing any bugs or issues that were missed during earlier testing phases.
- **Training & Knowledge Transfer:** Provide training to the client’s team on how to use the CMS, update content, and manage the website post-launch. Ensure the team is fully equipped with the necessary skills for ongoing website maintenance.
- **Website Launch & Performance Monitoring:** Launch the website, making it live for public access. Monitor website performance closely in the first few weeks to ensure there are no issues and everything is functioning as expected.

Month 8: Post-Launch Optimization & Analysis

- **Post-Launch Analytics & Optimization:** After the website goes live, begin tracking user behavior and website performance through analytics tools. Based on the data, make adjustments to optimize performance and user experience.
- **Ongoing Support & Maintenance:** Provide continued support for any post-launch issues, bug fixes, or additional training needs. This also includes the possibility of additional updates or tweaks based on user feedback and performance analysis.

Gantt Chart: 8-Month Project Schedule

Task / Phase	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8
Discovery & Research	████████							
- Project Kickoff & Stakeholder Interviews	██████							

- Competitive & User Research	██████							
Brand Strategy Development		██████						
- Define Brand Positioning & Audience		████						
- Develop Key Messaging & Brand Voice		██████						
Brand Development & Creative Concepting			██████	██████				
- Logo Exploration & Mood Boards			████					
- Initial Design Concepts & Feedback			██████					

- Refinements & Final Brand Assets				██████				
Brand Activation & Marketing Strategy					██████			
- Develop Marketing & Communicati on Plan					████			
- Social Media Guidelines & Web Wireframes					██████			
Website Developmen t & Content Creation						██████	██████	
- UX/UI Design & Content Creation						████		
- Website Development & SEO Setup						██████		

- Testing & Adjustments								
Deployment & Post-Launch Optimization								
- Final QA & Performance Testing								
- Launch, Training & Optimization								

15. Cost and Budget

Provide the proposed cost for conducting this study and producing the deliverables described in the scope. Include a budget that has line items, by firm, for labor (budget by personnel member is not necessary), travel, proposed profit, and other major costs associated with the narrative described in Section 13.

The proposed cost for conducting this study and producing the deliverables described in the scope outlined in Section 13 is broken down below. The cost breakdown uses typical industry rates for each category. We offer a 20% discount to government entities, ensuring cost-effective solutions while maintaining the highest quality of service

Estimated Cost Breakdown

Task	Estimated Hours	Rate per Hour	Estimated Cost
Task 1 – Project Management & Schedule	100-150	\$175	\$17,500 - \$26,250
Task 2 – Brand Audit & Assessment	120-180	\$175	\$21,000 - \$31,500
Task 3A – Brand Discovery Survey	60-80	\$175	\$10,500 - \$14,000
Task 3B – Brand Discovery Workshop	100-120	\$200	\$20,000 - \$24,000
Task 4 – Initial Design Concepts	160-200	\$200	\$32,000 - \$40,000
Task 5 – Branding Toolkit Development	200-250	\$200	\$40,000 - \$50,000
Task 6 – Messaging Strategy & Narrative	120-150	\$200	\$24,000 - \$30,000
Task 7 – Content for Outreach & Engagement	150-180	\$200	\$30,000 - \$36,000
Task 8 – Production of Branded Collateral	100-150	\$175	\$17,500 - \$26,250
Task 9 – Development of Outreach Tools	150-200	\$175	\$26,250 - \$35,000
Task 10 – Staff Training & Stakeholder Management	100-150	\$175	\$17,500 - \$26,250
Travel Costs	N/A	N/A	\$10,500

Task	Estimated Hours	Rate per Hour	Estimated Cost
Total			\$256,250 - \$339,750
Agency Discount (20% Off)			\$51,250 - \$67,950
Grant Total			\$205,000 - \$271,800

16. Staff Experience:

Résumés shall be provided for all personnel listed in Sections 12 of the proposal. Résumés of personnel not identified in Section 12 of the proposal should not be included and will not be evaluated. Résumés should be limited to 2 pages per person.

Firm employed by			
Name		Years of relevant experience with this employer	
Title		Years of relevant experience with other employer(s)	
Degree(s) / Years / Specialization			
Discipline		Certifications	
Contract role(s) / brief description of responsibilities			
Experience dates (mm/yy–mm/yy)	Experience and qualifications relevant to this study:		

Please see resumes included on the following pages.

Greg Fehrenbach

Leveraging his formal graphic design training from the University of Cincinnati's world-renowned College of Design, Architecture, Art and Planning (DAAP), Greg's early career included leading in-house design functions for a Hong Kong-based toy company and a global bicycle brand.

In 1999, Greg and business partner Joel Warneke formed a design agency that would become Matter Creative Group (MCG). In 2020, MCG became LEAP Matter, the branding agency of the LEAP Group Network. As President of LEAP Matter's Cincinnati office, Greg continues to shape many well-known brands across business-to-business, consumer and healthcare categories for clients such as Ethicon, Cintas, Mentos, EOTECH, Beacon and Standard Bariatrics.

In his free time, Greg enjoys outdoor activities, traveling and exploring the craft beer scene.

More details:

Early Life / High School

- Love of drawing, especially cartoons of teachers and friends
- Developed skills in still life drawing, lettering and photography
- Received scholarship offers from Cleveland Institute of Art, Columbus College of Art and Design and the Presidential Scholarship

College

- High GPA and SAT scores, along with the goal of a career in the field of design, led me to enroll in the Graphic Design program at DAAP (University of Cincinnati, College of Design, Architecture, Art & Planning)
- Participated in the Professional Practice Program (co-op/internship program) starting in the 3rd year of DAAP's 5-year program; where student alternate between quarters of study/school and work in the field.
- Co-op experience at:
 - LPK (Global branding and packaging agency)
 - Helped produce packaging mock-ups
 - Prepared presentations
 - Assisted in design concepting for P&G, Purina, and other Fortune 100 brands
 - Cincinnati Public Schools
 - Developed campaign and print materials for their in-house media department
 - Source/Inc. (Chicago-based consumer packaging company)
 - Assisted design team in packaging concepts and mock-ups for Jim Beam, Eagle Claw, Newell Home Hardware, among other top CPG brands

Professional Career

Jeff Bisch Design & Lanard Toys (1992-1995)

- Upon graduation from DAAP, took a position as the first full-time Graphic Designer for a toy design company in Santa Barbara, CA — Jeff Bisch Design
- Developed product graphics and packaging for action figures, water guns, vehicles and many other plastic toys
- The firm was purchased by its main client, Lanard Toys, based in Hong Kong
- During my time at Lanard
 - I led the growth of the Graphic Design department, hiring and managing full- and part-time designers
 - Worked closely with the Product Design and Engineering teams to develop new products, prototypes and mockups

- Managed the graphics for a line of 75+ SKUs
- Helped support product placement efforts by attending and presenting at key retailer meetings (Walmart, Sam's Club)
- Attended Toy Fair exhibitions in NYC, where I helped man the Lanard Toys booth and walk the show floor to gauge industry trends
- Traveled to Hong Kong and mainland China to visit production facilities and factories

Source/Inc (1995-1996)

- Looking for opportunities outside the toy industry, I moved to Chicago to take a job with Source/Inc (a CPG firm with whom I interned during college)
- As a Sr. Designer at Source/Inc, I worked on creative teams for both the "Hard Goods" and "Food & Beverage" teams
- Client experience included:
 - Bissell
 - Culligan
 - Oscar Mayer
 - Rubbermaid
 - Dial Soap
 - Jim Beam
 - First Alert

Huffy Bicycle Co. (1996-1999)

- My experience in the toy and CPG industries led me to take role at Huffy Bicycles to lead their Juvenile Bike Design Team
- Ultimately, I was promoted to Design Manager where I oversaw design efforts for Juvenile Bikes, Adult Bikes, Cruisers, Scooters and Ride-Ons
- Working collaboratively with Product Designers, Product Managers, Engineering and Sales departments, I was responsible for:
 - Tracking and presenting color and design trends
 - Naming of bike models
 - Paint colors and schemes
 - Decal artwork
 - Design of two "core" bike lines each year (50-75 models per year)
 - Design of "special" retailer-specific models
 - Activation of licensed properties on key models
 - Disney
 - Marvel
 - Warner Bros.
 - X-Games
 - Packaging artwork
 - Displays and point of purchase graphics
 - Showroom and trade show booth graphics
- I travelled to China with Huffy sales, marketing, engineering, and product management to help establish collaborative relations with decal printers, packaging vendors and factories
- Attended multiple Interbike and Super Show trade shows to observe industry trends
- Designed the Huffy badge logo that appears on millions upon millions of bikes produced each year
- Memberships
 - AIGA
 - Color Marketing Group
 - Ad Club
- Recognition & Awards
 - Published logos in Graphis

Contact

www.linkedin.com/in/jacquiemarroquin (LinkedIn)

Top Skills

Stakeholder Management
Resource Allocation
Problem Solving

Jacquie Marroquin

Senior Project Manager
Tulsa, Oklahoma, United States

Summary

Sr. Project Manager with over a decade of experience on major automotive, cell phone and grocery chain advertising clients. Able to lead digital, print, video and social media campaigns.

Experience

Hey,
Senior Project Manager
May 2023 - December 2023 (8 months)
Seattle, Washington, United States

Hey,
Senior Project Manager
July 2022 - October 2022 (4 months)
Seattle, Washington, United States

Saatchi & Saatchi
Senior Project Manager
June 2021 - October 2021 (5 months)
Seattle, Washington, United States

Saatchi & Saatchi
Project Manager
November 2007 - May 2020 (12 years 7 months)

Education

The Evergreen State College
Bachelor of Arts (BA), Business, Management, Marketing, and Related Support Services

RUBY DEWITT

812-340-0135 | rdewitt@leapamp.com | Indianapolis, IN

EXPERIENCE:

LEAP Amp, Indianapolis, Ind.

Vice President, Media Strategy

2023-Present

Leverages qualitative and quantitative research to develop cutting-edge marketing strategies for clients, such as Eli Lilly & Company, True Food Kitchen, and the American Kennel Club.

- Maintains relationships with network, publisher, influencer, and ad tech partners. Keeps abreast of the always-changing digital landscape and partners' evolving capabilities to determine value within clients' strategies and plans.
- Responsible for retaining and growing current business. Provides subject matter expertise in media strategy and planning, as well as oversees execution of media buys, for Lilly's Corporate Affairs and Medical Affairs teams. The ongoing success of both programs has resulted in year-over-year growth for three consecutive years.

Director, Media and Advertising

2017-2023

Responsible for the development and execution of media strategies for clients, such as P.F. Chang's, Heaven Hill Brands, and Progress Software.

- Led team of social media managers and media buyers that manage more than 15 clients' digital advertising efforts.
- Responsible for retaining and growing current business. Developed the organic and paid social media strategies for Hpnotiq and Cold Spell Whiskey. The success from both programs resulted in growing the agency's Heaven Hill Brands portfolio to six brands, including Admiral Nelson's Rum, Blackheart Rum, Burnett's Vodka, Deep Eddy Vodka, and Lunazul Tequila.

Raidious, Indianapolis, Ind. (Now MKR Agency)

300 North Meridian Street, Suite 1750 | 317.955.9414

Director of Social Media and Content Distribution

2014-2017

Responsible for the coordination and execution of organic and paid content distribution services. Effectively collaborates with other service line directors and senior strategists to develop comprehensive owned media strategies for clients, such as Cummins, Mint, Mercer, Walton Family Foundation, and Methodist Health Foundation.

- Lead team of four community and media managers that manage more than 20 clients' social media channels and digital advertising efforts.
- Created Raidious' fastest growing service line after identifying an opportunity for the agency to expand its organic social media offering to paid media and influencer marketing.
- Retained a long-term relationship with the world's largest children's museum, The Children's Museum of Indianapolis, by successfully managing, creating, and measuring blog and social media content.
- Developed the organic and paid social media strategy for Lids Sports Group. After implementation, the hat retailer's Facebook audience grew by 58 percent in four months while maintaining steady month-over-month engagement.
- Crafted and implemented a video distribution strategy for Ernest Packaging Solutions in partnership with Fender, earned 2.2 million views in one month, a 435 percent increase in views from the company's second most popular YouTube video.

Social Media Manager

2011-2014

Managed the creative content and audience engagement for brands on their social media channels.

- Managed and measured the social media channels for Walmart Corporate Affairs, increasing overall engagement and total audience by 10,000 followers.
- Executed a monitoring strategy for Indiana University Health that expedited social response time from more than 48 hours to less than 24 hours, decreased negative sentiment by 10 percent and enabled the healthcare system to measure conversation before, during and after PR-related incidents.
- Implemented content and 24/7 on-channel monitoring strategies for Finish Line, which increased the sports retailer's direct Facebook audience from 100,000 to 1.5 million fans in 10 months. By establishing direct correlations from social engagement to intent to purchase, increased online sales by 60.1 percent.

- Coordinated with Super Bowl XLVI committee members and trained student interns to help implement the first-ever Super Bowl Social Media Command Center. The real-time monitoring and response to online conversations surrounding the week's events was so successful that the New Orleans' Super Bowl committee met with the Raidious team to implement a similar strategy for Super Bowl XLVII.

EDUCATION:

Indiana University, Bloomington, IN, **Bachelor of Arts in journalism** 2011

Molly Kennedy

3172923346

[k mkennedy@leapamp.com](mailto:mkennedy@leapamp.com)

Professional Summary

Results-driven Media Manager with over eight years of experience in social media strategy, content creation, and digital marketing. Skilled in developing and implementing innovative strategies to build brand presence, engage audiences, and drive growth. Proficient in graphic design, photography, videography, SEO, and cross-platform content management. Adept at leveraging data analytics to optimize campaigns and enhance user experience.

Professional Experience

LEAP Amp | Indianapolis, IN

Senior Media Manager

(2019 - Present)

Clients: Eli Lilly, American Kennel Club, True Food Kitchen, Summit Brands

- Developed and executed media strategies by utilizing detailed targeting tactics to maximize audience reach, engagement, and conversion rates across multiple social platforms. These strategies incorporated audience insights, behavioral data, and A/B testing to ensure optimal performance.
- Created and collaborated with cross-functional teams to develop compelling ad content tailored to diverse audience segments on platforms such as Meta, LinkedIn, and TikTok. Leveraged platform-specific trends, formats, and creative best practices to enhance campaign effectiveness and engagement. This includes both shooting and creating the content and also working with creative teams to guide their executions as well.
- Developed and executed influencer marketing strategies, partnering with influencers across various verticals to build brand trust, authenticity, and awareness. Conducted research to identify suitable influencers, managed outreach and contracts, and ensured alignment with client goals and brand messaging.

Kentucky Derby | Louisville, KY

Content Manager (Freelance)

May 2020 - Present

- Collaborate with stakeholders to maintain and grow digital presence for the iconic event.
- Deliver engaging multimedia content to enhance audience experience.

Social Media Manager (Freelance)

June 2016 - Present | Indianapolis, IN

- Partner with business owners to establish and expand their online presence.

- Create tailored strategies for diverse clients across platforms like Instagram, Facebook, and Twitter.
- Analyze campaign success metrics to refine future strategies.

Freelance Photographer/Videographer

January 2016 - Present

- Deliver high-quality visual content to support clients' branding and storytelling needs.

MainGate Inc. | Indianapolis, IN

Digital Content and Social Media Assistant

August 2017 - August 2018

- Designed and executed social media campaigns to support merchandise and event promotions.
- Humane Society of Indianapolis | Indianapolis, IN

Education

Indiana University

Bachelor of Arts in Psychology

Achievements

1. Successfully raised \$100,000+ for Eiteljorg Museum event fundraising.
2. Achieved notable growth in audience engagement and brand visibility for freelance clients.
3. Reduced customer service issues through user-friendly web and social media optimizations.

KENNY FRIEDMAN

PH: 612-385-1973 Email: kfriedman@leaphumanx.com Louisville, KY

SUMMARY:

Kenny is a seasoned creative leader known for his ability to turn stories into compelling visual experiences and bringing brands to life. His passion for creativity drives him to consistently exceed client expectations by leading diverse teams in delivering innovative creative solutions that elevate brands. Kenny's expertise spans a wide spectrum, including production, branding, web design, retail, and comprehensive 360-degree marketing strategies.

WORK EXPERIENCE:

LEAP Group- Louisville, KY (10/2023-present)

2500 Technology Dr., Louisville, KY 40299. POC ph# 502.212.1290, Michael Wunsch

VP Executive Creative Director. 2023-present

Leap Group + Leap (human)x

Manage the team of creatives, including Art Directors, Copywriters, Designers, Videographers and Animators across the roster of Leap Group agencies.

AI consultant. 2022-2023

Worked with brands, creative agencies and photographers to teach creative teams how to use generative AI and bring it into the workflow as a tool to add to creativity and ideation.

VP Group Creative Director. 2020-2022

Known

Led multi-disciplinary teams of writers, art directors and designers to create brand-building and performance-driving campaigns. Head the creation of culture initiatives to strengthen the creative group.

- Led the creative for Memorial Sloan Kettering's lead gen campaign during a sharp downturn in patients due to COVID. Within two months we got them to 75% capacity (up from 25%) and back to normal capacity in six months from campaign launch.
 - Full 360 campaign including TV, radio, OOH, print, B2B, podcasts, social.
- Led the creative for Talkspace

Created their first campaign that did not leverage a celebrity and told a more emotional story. The campaign helped build the brand while lowering the cost of acquisition of new customers by 15%

Senior Creative Director. 2017-2020

Upshot

Oversaw cross-functional teams to augment product value deliverables via multichannel marketing campaigns in the retail space. Refined the creative execution strategy from ideation to actualization through thought leadership and iterative process improvements for all campaigns.

- Grew our share of the pie on accounts by delivering strong creative and building a trusting connection with our client teams. Projects included event, brand, social, video, advertising and shopper marketing.
- Helped win the social media creation, execution and implementation of a brand by showing we can create cost-effective solutions that deliver on our client's goals

Creative Director. 2014-2017

FLOR

Assembled a formidable creative team to capitalize on business development opportunities and successfully reestablished FLOR as a leader in home décor and ranked 3rd in best redesign of 2016 on Brand New.

- Led all creative marketing projects ranging from brand messaging, web and app design, social, email, retail POS, store design, catalog and direct mail and helped hit, and surpass, sales goals every quarter.
- Optimized photography process, resulting in a 30% increase in new image creation with no budget increase.

Group Creative Director. 2011-2014

Gage

Led team of multi-disciplinary creatives and UX technologists to develop multi-channel marketing tools and initiatives with oversight of department PnL.

- Changed the project process to allow for greater collaboration and ownership. Strengthened the relationship between Design, UX, Copy and Technology, as well as Account and Project Management, to gain trust, which opened the door to collaboration, this led to a partner award from 3M.

Associate Creative Director. 2009-2011

JWT

Oversaw digital campaign initiatives for client accounts as well as oversight of the digitization strategy and transition of the Toronto office.

- Worked closely with the UX team to have their ideas integrate better with design. Gained trust of that team by showing fairness and knowledge which allowed the creative to spread their wings.

Associate Creative Director. 2004-2009

Target

Led creative direction for multiple product launches, and development of creative assets across display, packaging, digital, shopper and circular campaigns.

- Co-created Dream In Color, a multi-year campaign that led all community relations diversity marketing. In our first year of the new campaign online classroom curriculum had a download rate 3500% higher than forecast.
- Worked closely with our buying teams to identify the need for a redesign of our consumable and commodity pages. Products saw better performance and many of the covers and concepts became top performing best-in-class designs concepts.

Art Director. 1999-2004

Upshot

Oversaw multiple retail marketing campaigns that varied from photography for partner brands to strategic IC initiatives and thought leadership across the organization.

TIMOTHY M SAUER, PH.D.

PH: 502-387-0440 Email: tsauer@leapagency.com Louisville, KY

SUMMARY:

Experienced behavioral researcher and strategic marketer. Thirteen years of experience in the field of research across a variety of verticals, including: public education, communications, healthcare, and transportation.

WORK EXPERIENCE:

LEAP Agency- Louisville, KY (06/2014-present)

2500 Technology Dr., Louisville, KY 40299. POC ph# 502.212.1290, Michael Wunsch

Director of Research. 2019-present

Manage team of analysts and lead agency direction in consumer research and audience understanding. Harness key insights to inform marketing strategy, creative direction, and UX/UI design.

- Sell research and discovery to prospective and current client stakeholders
- Responsible for development and execution of research department budget
- Hire, train, and manage workflow for team of analysts
- Serve on agency leadership team- conducting relevant research to contribute to strategy and direction

Senior Data Scientist. 2016-2018

Served as the Subject Matter Expert in research methodology, statistical procedures, and data analysis for the agency.

- Directed activity of team of analysts and assistants.
- Led research activity from methodology and design to collection and analysis
- Assisted in development of empirically based marketing strategies
- Responsible for dissemination of key findings and insights to relevant internal and client stakeholders
- Hired, trained, and evaluated team of analysts and assistants

Marketing Research & Analytics Specialist. 2014-2016

Spearheaded the introduction of comprehensive marketing research services. Overhauled performance reporting by moving from simple data report-outs to insight driven storytelling and real-time dashboarding.

University of Louisville: College of Education & Human Development - Louisville, KY (2013-2014)

1905 S 1st St., Louisville, KY 40208. POC ph# 502.852.4014, Namok Choi, Ph.D.

Adjunct Faculty

Served as an instructor for two graduate level courses: Introduction to Research Methods and Applied Statistics.

Independent Research & Evaluation Consultant - Louisville, KY (2009-2014)

Consultant

Provided support in quantitative research methodology, program evaluation, and advanced statistics. Clients included: Signature Healthcare, The Learning House, The Louisville Zoo, Sons of the American Revolution, and The Collaborative for Teaching and Learning

EDUCATION:

University of Louisville, Louisville, KY, **Doctor of Philosophy (Research + Evaluation)- 2012**

Dissertation: Predictors of Student Course Evaluations

Bellarmine University, Louisville, KY, **Bachelor of Arts (Psychology + Crim. Justice) – Summa Cum Laude 2006**

LAURA VALENTINE

PH: 502-472-8303 Email: lauradvalentine@gmail.com Louisville, KY

SUMMARY:

Five (5) years of experience in social science research across the private and public sector, including working as an assistant on two Federal grants awarded to the Louisville Metro Government. In academia, my research focus has often been on Infrastructure, while my private sector experience is focused on developing marketing strategy.

WORK EXPERIENCE:

- My focus is on qualitative/ethnographic methods, but utilized mixed methods approaches to research daily in my current role. I have end-to-end research experience and am able to oversee whole projects as well as work as part of a team.
-

LEAP Agency – 2500 Technology Drive, Louisville, Kentucky 40299 (10/2018-present). POC Ph# 502-387-0440, Timothy Sauer.

Sr. Marketing Research Analyst

- Responsibilities include research design and development of research protocols, some project and budget management, participant recruitment, primary data collection, data analysis and creation of reports for both internal and external goals.
- Methodologies used include qualitative and quantitative methods (focus groups, interviews, surveys, secondary research).

University of Louisville – 2301 S 3rd Street, Louisville, Kentucky 40291

Grant: Learning How The Community Leads: Evaluating and Informing City-Based Participatory Engagement in West Louisville

Program Assistant and Data Manager (08/2018-08/2019), POC Ph# 502-852-3012, Dr. Angela Storey.

- Responsibilities included assistance with project logistics, secondary research, primary data collection, and presentation of research reports for internal team leads as well as for presentation at academic conferences.

Anne Braden Institute for Social Justice Research (08/2017-05/2018) POC Ph# 502-852-6142, Dr. Catherine Fosl.

- Conducted secondary research for faculty/visiting scholars at the University of Louisville, and helped develop whitepapers, manage resource databases, community-engaged outreach/education campaigns.

Grant: Louisville Farmer's Market Coordination, Access and Capacity-Building Project (06/2016-03/2017), POC Ph# 502-852-6864, Dr. Lisa Markowitz.

Researcher

- Responsibilities entailed primary data collection through on-site surveys and interviews, participant recruitment, data entry, coding, and analysis using SPSS.

EDUCATION:

University of Louisville, **Master of Arts Degree (MA, Anthropology) 2018**

University of Louisville, **Bachelor of Arts Degree (BA, Anthropology) 2014**

SHANE DOYLE

PH: 513-290-4957 Email: sdoyle@leaphumanx.com Louisville, KY

SUMMARY:

Experienced creative specializing in design and direction. Six years of career design experience in mediums including packaging, branding, advertising, web, layout, and motion for B2B, B2C and CPG brands.

WORK EXPERIENCE:

***(human)x* - Louisville, KY (08/2019-present)**

2500 Technology Dr., Louisville, KY 40299. POC ph# 502.212.1290, Michael Wunsch

Senior Designer. 2022-present

Connect research, insights, and strategy into innovative and breakthrough creative. Lead design projects and oversee the work of low to mid-level designers.

- Develop creative concepts and systems across a wide range of design initiatives
- Art direct photography, videography, and animation projects
- Direct low to mid-level graphic and UX designers to assure creative ideas are carried out in execution
- Collaborate with copywriters, animators, photographers and UX designers
- Help to create and maintain a creative consciousness and philosophy across Leap Group
- Train, and manage workflow for team of designers
- Execute design

Designer. 2019-2022

Work to bring creative concepts and ideas to life across a wide range of mediums.

- Execute design
- Work closely with creative directors and art directors to assure the concept comes to life within the final design
- Collaborate with copywriters, animators, photographers and UX designers
- Continue to develop and sharpen design skills

***Equator Design* – Cincinnati, OH (06/2018-10/2019)**

15 E 14th St., Cincinnati, OH 45202. ph# 513.901.6305

Designer. 2019

Develop and execute creative packaging design concepts for private label brand products

- Develop creative concepts
- Direct photography
- Execute design
- Work closely with a packaging production team assure quality of final product

Junior Designer 2018-2019

Assist mid to senior level designers in carrying out creative packaging design concepts

- Execute design production
- Make design amends

Gyro – Cincinnati, OH (Summer 2017)

Design Intern.

Part of a professional business to business advertisement agency responsible for developing concepts, creating visual experiences, and assisting senior creatives.

Landor – London, United Kingdom (Summer 2015)

Design Intern.

Responsible for assisting the design team in client meeting preparations, printing, and internal branding project and delivering excellence. Improved my personal design and brand building skills by working with lead designers and directors.

EDUCATION:

Northern Kentucky University, Highland Heights, KY, **BFA in Visual Communication Design, Class of 2017**

Oak Hills High School, Cincinnati, OH, **Class of 2013**

KIM PEGRAM

513-368-7294

kimpeggram3@gmail.com

SUMMARY

Experienced designer with a strong background in production design, specializing in creative solutions for high-quality publications, books, collateral, and promotional materials across both print and digital platforms. Proven ability to manage and train new designers while consistently delivering results in diverse markets such as retail, hospitality, B2B, and B2C.

WORK EXPERIENCE

(matter) — Cincinnati, OH

Director of Design Implementation

03/2020 – present

- Led complex design projects from concept to final execution, including branding, marketing collateral, and web assets.
- Developed creative concepts and visual strategies for large-scale campaigns, ensuring brand consistency across all deliverables.
- Oversaw end-to-end production of print and digital marketing materials, ensuring all projects met brand guidelines and quality standards within tight deadlines.
- Manage designers by providing mentorship, guidance, and feedback to enhance creativity and efficiency.
- Ensure consistency in brand messaging and design across all platforms, including print and digital.

Matter Creative Group— Cincinnati, OH

Senior Designer

09/2014 – 03/2020

- Developed creative concepts and visual strategies for large-scale campaigns, ensuring brand consistency across all deliverables.
- Provided mentorship to junior designers, offering guidance on design best practices, typography, layout, and visual hierarchy.
- Reviewed and refined design drafts from team members, ensuring quality and adherence to project specifications and deadlines.
- Created detailed design mockups and presentations for client review, incorporating feedback into revisions to achieve optimal results.
- Managed multiple projects simultaneously, prioritizing tasks and coordinating with production teams to ensure timely completion.

Madison Design Group— Cincinnati, OH

Senior Designer

07/2013 – 03/2014

- Led the design and production of marketing collateral for major clients including Mercy Health, Cincinnati Children's Hospital Medical Center, and YWCA.
- Managed the creative process including conceptual sketches, presentation, revisions, and final artwork.
- Collaborated with art directors and partners on various projects, while also excelling in independent work.

ST Media Group Intl— Cincinnati, OH.

Senior Art Director

01/2000 – 06/2013

- Directed the visual and design strategy for various trade publications in the retail and hospitality sectors.
- Collaborated closely with editorial teams to shape brand direction, develop design solutions, and meet production deadlines.
- Partnered with marketing and web departments to produce collateral for publications, websites, and trade shows.
- Promoted to Senior Art Director with key achievements including redesigning *VMSD* in 2000 and 2008, *Hospitality Style* in 2010, and *Boutique Design* in 2013.

Horwitz Advertising— Cincinnati, OH.

Art Director

04/1997 – 12/1999

- Designed and art directed projects which included: brochures, print advertising, direct mail, newsletters and identity pieces.
- Managed the trafficking of assignments between in-house designers and freelancers.
- Consistently met deadlines on all projects and tasks.
- Art directed photo shoots.
- Developed solid relationships with clients, vendors and internal staff.

EDUCATION

Northern Kentucky University

Bachelor of Fine Arts – Class of 1996

Emphasis in Graphic Design



MADISON ASHER

Art Director, Creative Problem Solver

CONTACT

	madisonasherdesign.com
	440-552-5727
	madisonasher29@gmail.com
	Chicago, Illinois

SKILLS

- **Proficient in Adobe CS:**
Photoshop, Illustrator & InDesign with experience in After Effects and Premiere.
- **Art direction** on a wide variety of projects; 360 campaigns, in store, social & digital experiences
- Typography and page layout
- **Critical and creative thinking**, working fluidly among teams and deadline management
- **Production experience** owning projects from start to finish
- **Team Leadership**

EDUCATION

Bachelor of Arts in Art,
Graphic Design Concentration
Bachelor of Arts in Advertising
Xavier University Cincinnati, Ohio
August 2013 - May 2017

EXPERIENCE

ASSOCIATE CREATIVE DIRECTOR

SRW Agency | Chicago, Illinois October 2022-Present

Brands: Himalaya Supplements, Field Roast Plant-Based Meats, Chao Creamery, The Strong Inside, Walden Farms, KA-ME

Leading team to ideate brand driven platforms and art directing content that help wellness brands grow through digital media.

SENIOR ART DIRECTOR

SRW Agency | Chicago, Illinois December 2021-October 2022

Brands: Perfect Snacks, Outstanding Foods, Alter Eco, Aspire Energy, KA-ME, Walden Farms, The Strong Inside, Fifth Season

Art direction, client pitch decks, social media ads, influencer campaigns, designer from start to finish

BRAND DESIGNER

Equilibria | Chicago, Illinois March 2021-December 2021

Campaign ideation from art direction to photoshoot direction, influencer packages, paid and organic media, print collateral, infographic creation and email marketing.

ART DIRECTOR

Upshot Agency | Chicago, Illinois September 2019-March 2021

Brands: Johnson & Johnson Portfolio, ACH Foods: Karo Corn Syrup, Fleischmann's Yeast, Mazola Corn Oil, LiftMaster, Chamberlain

Brought to life campaigns for household brands that included in-store, online, and social media activations.

JR. ART DIRECTOR

Upshot Agency | Chicago, Illinois August 2017-September 2019

Johnson & Johnson, P&G, Schwans Foods, Scott's Miracle Grow

POS Collateral, Product Launch, Campaign Toolkits, Retailer Specific Campaigns, Production experience

CREATIVE INTERN

Upshot Agency | Chicago, Illinois June 2017-August 2017

Johnson & Johnson, P&G

ENTREPRENEUR & ART DIRECTOR

Maddawg's Shirts, MaddawgsShirts.com February 2016-2020

Designed and developed functional website with Shopify's ecommerce platform to sell tshirt designs by maddawg.

I'm a graphic designer based in Cincinnati, with over seven years of professional design experience. Most recently my work has been focused around branding, packaging, and photo art direction.

CHRISTINA KOPLYAY

Education

University of Cincinnati, DAAP
BFA Graphic Communication Design
Class of 2016

Skills

Branding & Identity
Conceptual & Strategic Ideation
Package Design
Print Design
Environmental Design
Signage
Photo & Art Direction
Social Media Photography
Market Research
Cross-Functional Collaboration

Contact

koplyaydesign@gmail.com
859.802.2779
koplyaydesign.com

Experience

goDutch · Cincinnati, OH

6/16—8/22

Graphic Designer

Worked as a member of a small, collaborative team in a fast-paced environment to create thoughtful design solutions for a variety of clients across industries. Specific focus in branding and conceptual ideation, package design, and photo art direction.

8/15—12/15

Graphic Design Co-op

Worked as a member of a small team on a variety of both global and local brands, with a focus on packaging and brand design.

Apple Inc. · Cupertino, CA

1/15—5/15

Print Design Co-op

Worked as a member of the Print team on large-scale environmental in-store projects and various internal presentations. Product photo shoot and digital rendering experience.

WD Partners · Columbus, OH

8/13—12/13, 5/14—8/14

Graphic Design Co-op

Collaborated with multiple teams of designers on projects ranging from identity design, to packaging, to experiential and environmental point-of-purchase.

Blegalbloss · Cincinnati, OH

1/13—5/13

Graphic Design Co-op

Worked with the in-house startup creative team on market research for storage innovation, identity exploration, and package design.

TAYLOR COCHRAN

502-930-8669

tcochran@leapsparkagency.com

SUMMARY

Experienced multi-media producer with 10 years of experience producing video, still photography, written content, social media strategy and more for clients like Maker's Mark, Jefferson's Bourbon, The American Kennel Club, The LEE Initiative and a variety of independent artistic productions.

WORK EXPERIENCE

(spark) — Louisville, KY

Producer

05/2023 – present

- Lead producer handling scheduling, casting, crewing, propping, wardrobe, locations, craft services, coordination and logistics on all (spark) productions
- Worked alongside creative and account teams to ensure final production delivers on client brief
- Produced social media strategies and action plans based on research and client immersion
- Managed and oversaw budgets of all sizes to find efficiencies and maximize resources

Neon Bites— Louisville, KY

Co-Founder / Producer

10/2018 – 4/2023

- Co-Founded boutique media production agency focused on the food and beverage industry
- Produced product, lifestyle, documentary and creative shoots for major brands, artisan producers and fine dining establishments
- Created social media strategies, created content plans and managed the online presence of several large brands

Doe Anderson— Louisville, KY

Social Content Coordinator

05/2015– 09/2018

- Created content plans and productions primarily for Maker's Mark Bourbon while assisting on organic social media content production for additional clients
- Managed all organic communications across platforms
- Organically grew Maker's Mark's following on Instagram from 13k – 120k in a little over 3 years by changing look, feel, and process for social media content development
- Assisted in activation planning and capture

EDUCATION

Bellarmine University

Bachelor of Arts – Class of 2012

Emphasis on Photography and Media Studies

17. Firm Experience:

Identify the team’s project experience **most relevant** to the scope in the advertisement. The projects should be limited to a total of 5, If more than 5 projects are identified, all projects identified after the first 5 will not be evaluated. Include no more than one page per project. Projects identified shall only include work performed by firms on the team. The projects identified do not need to have been RPC projects. RPC staff may contact the contracting entity to discuss project performance.

Project name		Firm responsibility (prime or sub?)	
Project number		Owner’s name	
Project location		Owner’s Project Manager	
Owner’s address, phone, email			
Services commenced by this firm (mm/yy)		Total consultant contract cost (\$1,000’s)	
Services completed by this firm (mm/yy)		Cost of consultant services provided by this firm (\$1,000’s)	

Describe the project including the firm’s role and members involved. (Highlight staff to be used in this proposal.)

Please see the following:

Project Name: Rebranding Strategy for Louisville Water Company

Firm Responsibility: Prime

Project Number: N/A

Owner’s Name: Matthew Griffith

Project Location: Louisville, KY

Owner’s Project Manager: Matthew Griffith

Owner’s Address, Phone, Email: 550 South Third Street, Louisville, KY 40202, Phone: 502.489.4981, Email: mgriffith@louisvillevater.com

Services Commenced by This Firm (mm/yy): 2022

Total Consultant Contract Cost (\$1,000’s): \$250,000

Services Completed by This Firm (mm/yy): Ongoing (2023)

Cost of Consultant Services Provided by This Firm (\$1,000's): \$250,000

Describe the Project Including the Firm's Role and Members Involved:

We developed and implemented a comprehensive rebranding strategy for Louisville Water Company, which included designing signage and promotional materials, as well as creating marketing campaigns for their new product, PureSpout. This project involved a creative approach to enhance Louisville Water's brand identity. Key team members included Greg Fehrenbach (Senior Creative Strategist), Kenny Friedman (VP, Executive Creative Director), and Shane Doyle (Associate Art Director). The team's strategic insights, creative direction, and design expertise helped deliver a cohesive and visually compelling brand for the client.

Project Name: City-Wide Branding for City of Mason

Firm Responsibility: Prime

Project Number: N/A

Owner's Name: Victor Kidd

Project Location: Mason, OH

Owner's Project Manager: Victor Kidd

Owner's Address, Phone, Email: 6000 Mason-Montgomery Road, Mason, OH 45040, Phone: 808.269.1858, Email: victorlanekidd@gmail.com

Services Commenced by This Firm (mm/yy): 2021

Total Consultant Contract Cost (\$1,000's): \$80,000

Services Completed by This Firm (mm/yy): 2022

Cost of Consultant Services Provided by This Firm (\$1,000's): \$110,000

Describe the Project Including the Firm's Role and Members Involved:

Our firm developed a comprehensive city-wide branding strategy for the City of Mason, which included a new logo, wayfinding signage, and a redesigned website to reflect the city's growth. The project aimed to improve community engagement and represent Mason's evolution. Team members involved included Joel Warneke (Senior Creative Strategist), Kenny Friedman (VP, Executive Creative Director), and Shane Doyle (Associate Art Director). They worked closely together to align creative concepts with the city's goals and deliver an innovative, functional brand.

Project Name: Website Redesign for Belle of Louisville

Firm Responsibility: Prime

Project Number: N/A

Owner's Name: Krista Snider

Project Location: Louisville, KY

Owner's Project Manager: Krista Snider

Owner's Address, Phone, Email: 401 W River Rd, Louisville, KY 40202, Phone: 502.574.5103, Email: krista.snider@louisvilleky.gov

Services Commenced by This Firm (mm/yy): 2022

Total Consultant Contract Cost (\$1,000's): \$350,000

Services Completed by This Firm (mm/yy): 2023

Cost of Consultant Services Provided by This Firm (\$1,000's): \$350,000

Describe the Project Including the Firm's Role and Members Involved:

We worked with Belle of Louisville to redesign their website, improving user experience, and enhancing their online ticketing and donation platforms. The goal was to boost engagement and improve the customer journey. Key team members included Greg Fehrenbach (Senior Creative Strategist), Kenny Friedman (VP, Executive Creative Director), and Shane Doyle (Associate Art Director). The redesign streamlined processes for users and was aimed at increasing ticket sales and donations.

Project Name: Website Redesign for Bluegrass Realtors

Firm Responsibility: Prime

Project Number: N/A

Owner's Name: Justin Landon

Project Location: Lexington, KY

Owner's Project Manager: Justin Landon

Owner's Address, Phone, Email: 2250 Regency Rd, Lexington, KY 40503, Phone: 859.276.3503, Email: justin@lbar.com

Services Commenced by This Firm (mm/yy): 2021

Total Consultant Contract Cost (\$1,000's): \$150,000

Services Completed by This Firm (mm/yy): 2024

Cost of Consultant Services Provided by This Firm (\$1,000's): \$150,000

Describe the Project Including the Firm's Role and Members Involved:

Our team redesigned the Bluegrass Realtors website to enhance the user experience and improve engagement. We also created digital marketing campaigns and developed print and digital materials to support the real estate market. The project aimed at

increasing user interaction with the platform. The team involved included Greg Fehrenbach (Senior Creative Strategist), Shane Doyle (Associate Art Director), and Kenny Friedman (VP, Executive Creative Director), who ensured that the design and creative direction were aligned with the client's strategic objectives.

Project Name: Brand Identity and Website for Shurtape Technologies

Firm Responsibility: Sub

Project Number: N/A

Owner's Name: Melanie Canning

Project Location: Hickory, NC

Owner's Project Manager: Melanie Canning

Owner's Address, Phone, Email: 1712 8th Street Drive SE, Hickory, NC 28602, Email: mcanning@shurtape.com

Services Commenced by This Firm (mm/yy): 2023

Total Consultant Contract Cost (\$1,000's): \$189,000

Services Completed by This Firm (mm/yy): Ongoing (2024)

Cost of Consultant Services Provided by This Firm (\$1,000's): \$250,000

Describe the Project Including the Firm's Role and Members Involved:

We assisted Shurtape Technologies with their brand identity design, creating digital marketing content, and providing market research insights to strengthen their messaging. Our role was to improve the website user experience and enhance their digital presence. Team members involved included Timothy Sauer, Ph.D. (Director of Research), Shane Doyle (Associate Art Director), and Greg Fehrenbach (Senior Creative Strategist), who collaborated to align the creative work with Shurtape's business goals and target market.

18. Workload:

For all contracts where a contract was executed by the consultant and the contracting entity by the date the advertisement for this proposal was posted, list all work for which the firm is currently under contract and that are staffed by key personnel proposed for this study.

List only the portion of the fees attributable to your firm.

Project Name	Client/Contracting Entity	Remaining Unpaid Balance	Estimated Time to Completion
Printing & Design Services for the City of Ennis	City of Ennis	N/A	2026
Rebranding Strategy for Louisville Water Company	Louisville Water Company	N/A	Ongoing (2025)
Brand Identity and Website for Shurtape Technologies	Shurtape Technologies	N/A	Ongoing (2025)
Branding and Creative Services for Beacon	Beacon Building Products	N/A	Ongoing (2026)
Creative and Design Services for GT Metabolic	GT Metabolic	N/A	2026

19. Staffing Capacity:

Referencing Section 17 where appropriate (i.e., where key personnel would be working on multiple projects simultaneously) describe how your firm will ensure that sufficient staffing and capacity will be made available for the conduct of this project.

To ensure sufficient staffing and capacity for the successful conduct of this project, (matter) has a proven track record of managing multiple projects simultaneously without compromising quality or delivery timelines. In Section 17, we outlined the key personnel proposed for this study. Many of these individuals have experience working on several projects concurrently and have demonstrated their ability to allocate their time effectively across various initiatives.

Our staffing strategy for this project includes the following key elements:

- **Dedicated Project Management:** Jacquie Mannoquin, our Project Manager, will oversee the overall execution of this project. She is experienced in balancing multiple projects simultaneously, ensuring that each project progresses according to schedule. Jacquie will coordinate closely with the project team to manage resources and timelines, keeping all stakeholders informed and ensuring deadlines are met.
- **Specialized Roles:** We have carefully selected team members with specialized skills for this project, ensuring that each task is handled by the most qualified person available. For example, Shane Doyle and Christina Kopyay will manage design elements, while Madison Asher will handle UX and digital strategy. Each of these individuals has the capacity to manage their time across projects, ensuring there is no overlap that would impact the current project's timeline.
- **Cross-Project Collaboration:** Our team will use collaborative tools to ensure that communication and project updates are streamlined across multiple projects. This way, team members can efficiently transition between tasks and ensure that no project is delayed due to competing demands.
- **Capacity Flexibility:** As a firm, we ensure our capacity is adaptable. If additional resources are required, we have the ability to allocate additional staff from other projects or departments to ensure timely delivery. For example, if additional design time is needed, Shane Doyle or Madison Asher will allocate more of their focus to this project, without disrupting other high-priority projects.
- **Strategic Time Management:** We ensure that our team members are aware of upcoming project demands and allocate time appropriately to avoid overcommitting. Regular project reviews will be conducted to monitor progress and adjust timelines or staffing levels if necessary to ensure successful delivery.

By leveraging our experienced project managers, specialized team members, and adaptive capacity planning, (matter) is confident in our ability to manage this project alongside others, ensuring both high quality and timely delivery.

20. Sub-consultant information:

If one or more sub-consultants will be used, provide the name, address, point of contact and phone number for each. Otherwise, leave this section blank.

Firm Name	Address	Point of Contact and email address	Phone Number

(Add rows as needed)

Sections 1-9 and 16-18 must be completed separately by each subconsultant and included below.

We will not be using subcontractors.