

Final Presentation Communications

Livi Wise

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Swagelok

Background and Introduction



- Senior at Ohio University
- Graduating in December with B.A. in strategic communication
- VP of Social Media for Scripps Public Relations Student Society of America
- Previous experience: Swagelok Communications intern (2018), Content Manager at OU Student Affairs



Projects and Responsibilities

1. Event Support
2. iSwagelok Feature Stories
3. Social Media
4. Digital Advertising and SEO
5. Intern and Co-Op Video
6. Professional Development



1. Event Support

Event Project	Responsibilities
June Action Team	Planning support, pre-con meeting, logistics site visits
Semi-Con West	Logistics support, vendor communication lead, shipping event materials
Leaders Connect	Planning support
CDP Social	Full-scale planning, vendor communication lead, budget management, onsite execution
Intern Breakfast	Full-scale planning, vendor communication lead, budget management, onsite execution



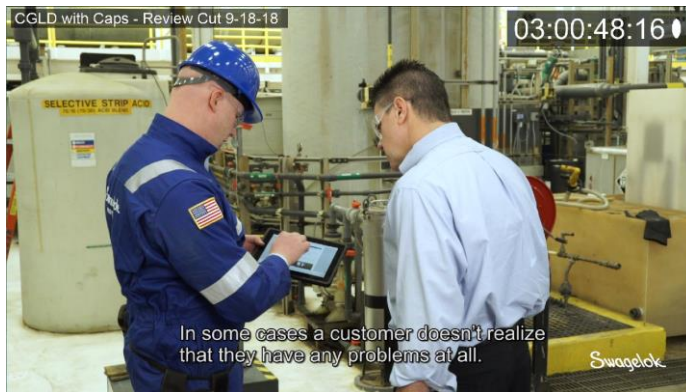
2. iSwagelok Feature Stories

- Drafted story on Employer Support of the Guard and Reserve Awards, Nordival 25th Anniversary
- Coordinated interviews and drafted spotlight on trade school associates' experiences and accomplishments
- Value: Content that can be repurposed across multiple channels



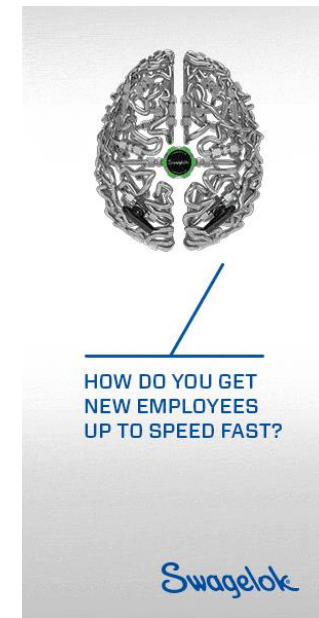
Social Media

- Value 1: Selected 15 field engineering videos for social media optimization
- Value 2: Developed consent form management and tracking system for entire organization



4. Digital Display Advertising

- Pressure Takes Shape whitelist development, analyzed 314 suggested placements for potential targets
- Value: Increased click-through-rate by 50 percent



5. Intern and Co-Op Video

- Leading intern/co-op highlight video project for executive breakfast
 - Defined objective and drafted project plan
 - Designed and implemented communication plan
 - Organized content for final review with vendor
- Value: Future use for recruitment efforts and other platforms



Professional Development Opportunities

- Attended Women's Network events
- Participated and took part in multiple vendor workshops
- Participated in Communications Summit



Questions?



