

ADVERTISING +
MARKETING +
CREATIVE SERVICES

2025

IMPORTANCE

Rocky Mountain Student Media's Advertising, Marketing, and Creative Services department provides CSU students with hands-on training, real-world experience, and paid opportunities that set them up for career success. Students gain valuable skills in sales, branding, digital marketing, graphic design, and content creation—building strong portfolios and professional networks. By working in a fast-paced, client-focused environment, they develop the expertise needed to excel in the media and marketing industries after graduation.

ADVERTISING

- Advertising and event promotion for various on campus events
- Social Media Management
 - Grew CSU ROTC Instagram Account by more than 15% in three months
- CSU Summer Ad Promotion, Increase in registration
- Digital Ads on Instagram, Facebook, Web, Email Blast

ADVERTISING

Performance ⓘ

Lifetime ▾

\$73.90 spent over 10 days.

Link clicks ⓘ **347**

Cost per Link Click ⓘ --

Views ⓘ **8,985**

Reach ⓘ **6,855**

Activity

3-second video plays



Link clicks



Post reactions



Post shares



Performance ⓘ

Lifetime ▾

\$74.95 spent over 10 days.

Link clicks ⓘ **264**

Cost per Link Click ⓘ --

Views ⓘ **8,058**

Reach ⓘ **5,076**

Activity

3-second video plays



Link clicks



Post reactions



Post comments



MARKETING

- **Plan Experiences:** Planning and executing impactful events for RMSMC.
- **Connecting Brands with Students:** Developing trendy "Aggie Taste and Trends" video content.
- **Celebrating our Community:** Administrate the "Best of CSU" survey and event to highlight our community and our advertisers.
- **Expanding the RMSMC Community:** Implementing strategies for growth and increased student involvement.
- **Inspiring Student Style:** Curating the "Aggie Style" Instagram, a page to showcase fashion and lifestyle of CSU students

CREATIVE SERVICES

- Creates print and digital promotional materials, ads, and logos for CSU departments and local businesses in Northern Colorado.
- Special publications
 - *Best of CSU*
 - Graduation Guides
 - Partners with university departments for content in many of the publications, including the CSU/Fort Collins *Visitor's Guide*, *Ram Life Orientation Guide*, and more.



GRAD SPOTLIGHT

Ali Pierce (graduated May 2024) is now excelling in her role at the Charleston Symphony Orchestra as their Marketing and Design Manager.

“My experience at RMSMC — and specifically designing the 2024 *Best of CSU* edition — was the primary reason I got the job at CSO. I am tasked with creating yearly special publications and brochures, among other projects, so that experience proved my capability for the role!”