

Statement of QUALIFICATIONS



MEDIABUS

2022








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SERVICE AREAS

-  **WEBSITE DESIGN & DEVELOPMENT**
-  **DIGITAL MARKETING**
-  **SOCIAL MEDIA MANAGEMENT**
-  **BRAND MANAGEMENT**
-  **GRAPHIC DESIGN**
-  **RADIO ADVERTISING**
-  **PRINT ADVERTISING**
-  **TELEVISION ADVERTISING**
-  **PUBLIC RELATIONS**
-  **CONSULTING**





WEBSITE DESIGN & DEVELOPMENT

An effective, interesting and interactive website is pillar of successful business today. It's one of the most accessible tools for people to find contact information, set up appointments, shop and learn more about a business. It is also the way to ensure that a business shows up promptly in search engines such as Google and Bing. Mediabus can help you create a website that will make it easy for customers to find you and interact with you.

Services:

- Web Design
- Content Development
- Website Maintenance
- SEO



DIGITAL MARKETING

About 90% of people in US have access to internet. This makes it an amazing opportunity to connect with people and share your message. Using digital resources, we can build your campaign, identifying potential customers and revising your the message in real time to optimally connect with potential customers.

Services:

- Digital marketing plans
- Creating graphics
- Ad placement
- Campaign monitoring
- Evaluating ROI



SOCIAL MEDIA MANAGEMENT

Social media is one of the easiest ways to reach broad qualified audiences. Due to its ability to generate exposure through both organic posts and paid advertising, it is a tool with great ROI.

Services:

- Design and curate social media pages in accordance with best practices to increase exposure and revenue
- Create a social media guide and train you to utilize it
- Create a schedule for posting
- Manage organic posts
- Manage paid advertising.



BRANDING

Mediabus can help you become the leader in your field for customers. Mediabus can create a marketing strategy that includes branding, messaging and promotion.

Services:

- Create a marketing plan crafted to make you the go-to brand for the services you offer
- Create effective brand messaging
- Create a branding guide to ensure cohesive messaging
- Create collateral - both content and design
- Promote the brand



GRAPHIC DESIGN

Mediabus can create various designs to promote your brand, events and services you offer, and create the advertisements for your business.

Services:

- Logo Design & Icon (The symbol of the entire identity & brand)
- Stationery (Letterheads, business cards, envelopes, etc.)
- Marketing Collateral (Flyers, brochures, books, websites, etc.)
- Products & Packaging (Products sold and the packaging in which they come in)
- Apparel Design (Tangible clothing items that are worn by employees)
- Signage (Interior & exterior design)



PUBLIC RELATIONS

Building and maintaining a positive public image for a company or organization is a crucial aspect of success today. Excellent reputation can increase word-of-mouth advertising and brand awareness. Mediabus can help shape the public opinion of our client's company in beneficial ways.

Services:

- Create PR plan
- Manage crisis communication
- Create and distribute press releases
- Manage sponsors, client, and media relations



RADIO ADVERTISING

Radio is a very powerful medium that can gain response from customers immediately. We have created some of the most successful radio campaigns in Washington. Having the right creative is the secret and we have a proven plan when creating your commercial.

Services:

- Create and produce ads
- Negotiate prices and placements with radio stations
- Manage your radio campaign



PRINT ADVERTISING

Not gone but maybe forgotten. Print advertising can be very effective and persuasive. Newspapers and magazines still have many daily users and they have tremendous trust in the publications they read and the advertisers on the pages. We have a strategy for print that works.

Services:

- Create a print advertising plan for optimal ROI
- Create the messaging and design for print ads
- Negotiate prices and placements of print ads



TELEVISION ADVERTISING

Television is still one of the most powerful mediums available in ROI terms. It can create brand awareness, tell a story viewers can get immersed in, increasing sales and revenue. Mediabus has a proven strategy for using television effectively for clients.

Services:

- Creating and producing commercials with a targeted message
- Identifying target markets
- Placing ads in the right places for optimal reach



CONSULTING

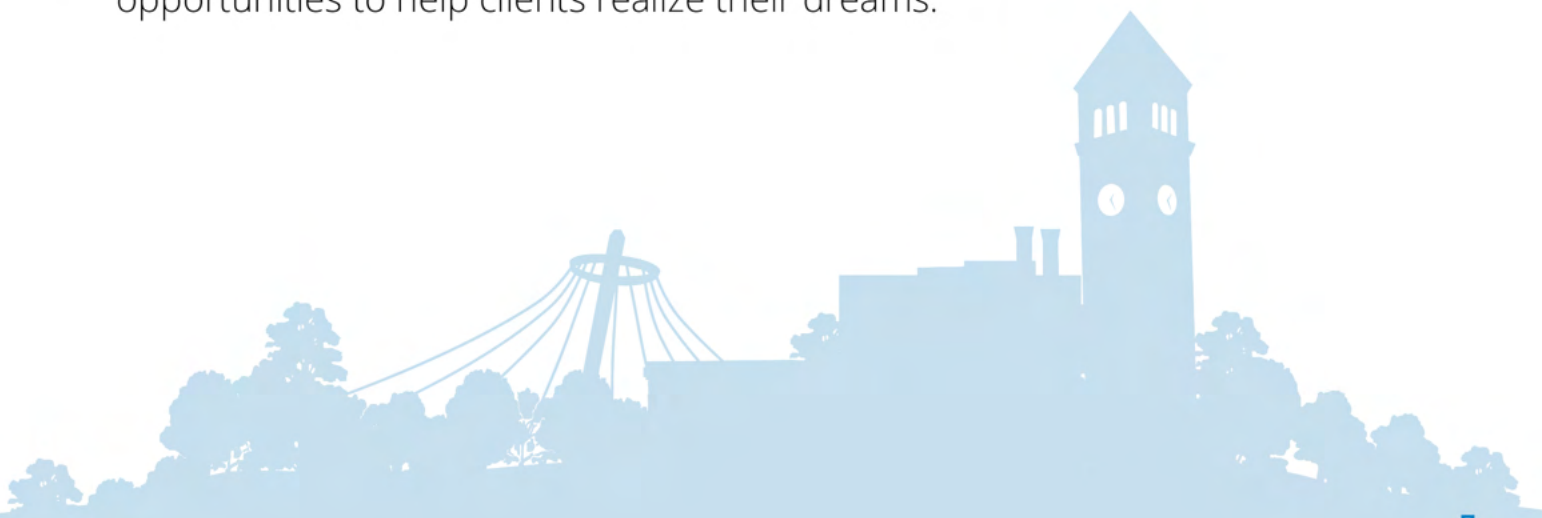
A little bit of help can go a long way in helping your business grow. Who? What? Where? When? Why? How? Those are the questions we can answer for you concerning your marketing. Sometimes you just need help building the plan or some direction with your current plan. Mediabus can assist with this and help you get on the path to success.

Mediabus is a full-service independent advertising, media and marketing agency in Spokane, WA.



HISTORY

Mediabus was founded on August 1, 2005, in Spokane, WA. Following a successful media sales career, Brad Krueger signed several accounts and Mediabus was born. For over 18 years, we have helped many different businesses in multiple categories across Washington. With the addition of creative director Dina Ekkert in 2012, Mediabus became a leading creative and design agency in Eastern Washington. We assist clients with all their marketing and advertising needs. Mediabus makes sure that the brand and messaging of our clients are portrayed in the best light, helping them grow their business to become a leaders in their field. Small business to Fortune 500 companies have used our services and sought out our expertise. We are a growing agency, adding two new account managers, Maggie Zlatanova and Ashlea Koepke, in 2022. Our team is always looking for new opportunities to help clients realize their dreams.



Approach: Mediabus employs a broad range of advertising strategies to create marketing campaigns tailored to our clients' needs. The work we do, as well as the scheduling, depend on the project and the needs of the client - Mediabus operates based on Work Orders when there is a given project our clients need. For emergent issues, as well as clients who have Mediabus on retainer, we also operate on on-call basis, responding to questions and concerns as those arise. Additionally, Mediabus negotiates and manages the budget negotiated with each of our clients to achieve optimal ROI.



Project Management: Mediabus partners with every client to create an ongoing relationship beneficial for all. We listen to our clients and their needs, create a plan to get the client what they want, and once approved, oversee the implementation process.

Communication Plan: Mediabus creates a plan of action before every project we undertake. This ensures that the client receives all services they need and they have a clearly outlined process for communication with Mediabus and for internal implementation of the created strategies.

QC/QA: Mediabus continuously monitors every campaign and implements adjustments to achieve optimal ROI and accomplish our clients' goals.

**BRAD
KRUEGER**



Brad Krueger is the founder of Mediabus. He always knew he wanted to work in an ad agency one day, so, starting at age 16, he spent time working different positions in television, radio and newspaper to get the experience in the field. He graduated from Whitworth University with a bachelor's degree in Communications. The experience was invaluable, teaching him to listen to clients and understand their needs. Brad was awarded Excellence Award by ADDY Spokane. During the 18 years he's led the Mediabus team he's been able to create the right marketing campaigns that generate success for over 80 clients in various markets across the US.

**DINA
EKKERT**



Dina Ekkert is the creative genius behind Mediabus designs. She joined Mediabus in 2012 after she graduated from Spokane Falls Community College as a Graphic Design major. She did her internship at Mediabus and joined shortly after, creating memorable designs for the past 10 years. She has been awarded the Silver ADDY Award by AAF Spokane. Dina is the Creative Director at Mediabus, who loves design and has created the amazing and memorable looks for the agency's clients. She's worked with both small and large companies across the Pacific Northwest.



**MAGGIE
ZLATANOVA**



Maggie is a communication specialist who enjoys helping businesses thrive. She joined Mediabus in 2022 after graduating Summa Cum Laude from Whitworth University with a Communication major and a Political Science minor. During her time there Maggie was part of the George Whitworth Honors Program, helping to establish a Democracy Lab. She was the writing editor for the award-winning yearbook, Natsihi, and an account manager for the student-led PR agency Beyond the Pines. Maggie is fluent in Bulgarian and German, and is currently learning Spanish.



**ASHLEA
KOEPKKE**



Ashlea graduated Whitworth University with her Bachelor of Arts degree in Communications. During her time at Whitworth she was part of the staff of both Rock & Sling Magazine and Script Magazine. She honed her communication skills through sales positions ever since graduation high school. Ashlea joined Mediabus in 2022 and enjoys collaborating on projects and engaging with clients to help them grow their business. Ashlea and her husband Austen are parents to one cat and spend their free time building Legos, visiting family, and doing yoga.



Mediabus has extensive experience in branding, web development, digital marketing, social media management, traditional advertising and print design. Mediabus is also experienced in event planning, promotion, and coordination.

HIGHLIGHTS



Brand Management

Golden Rule Brake, Spokane, WA

Creating a branding and marketing strategy targeted at making Golden Rule Brake the leader in the public's mental category of brake and front-end work repair. Implementing, monitoring, and managing campaigns.



Digital Presence Management

Living Water, Spokane, WA

Creating and curating digital strategy to ensure optimal conversion and lead generation. Mediabus creates, updates and monitors all aspects of Living Water's digital presence like the website, SEO, social media, business pages in search engines and directories, and reviews - if it's online, we manage it.



Advertising

Evergreen Fountains, Spokane, WA

Creating and producing ads to promote Evergreen Fountains to the community and potential residents. Planning, negotiating, and buying placements for optimal ROI through traditional media (radio, television, newspaper). Creating, managing and monitoring digital advertising campaigns to increase conversions.



Content & Design Creation and Editing

Red Rock Catering, Spokane, WA

Created brand image and messaging that are memorable, enticing and relevant. Designing materials and copy aimed at strengthening the brand, nurture the relationship with Red Rock Catering customers and attract new business.



Golden Rule Brake:

Scope of work:

Golden Rule Brake (GRB) hired Mediabus to manage their marketing and advertising. This includes creating and updating annual marketing strategy, and internal and external communication facilitation. Some of the services Mediabus provides are website management social media management, digital and traditional advertisement, PR and media relations management, branding, collateral creation and promotional material design. Mediabus also continuously monitors and evaluates the outcomes of promotional campaigns, adjusting as necessary to meet GRB’s goals.



Results:

- GRB business grew 400%
- GRB is the leader in brake and front-end work in Spokane
- GRB is opening a new location in 2023

Reference: Dallas Low
email: dallas@goldenrulebrake.com

An honest answer is the sign of true friendship.
Proverbs 24:26

Living Water:

Scope of work:

The goal Living Water set was to rebrand their company to achieve a fresher look and expand the company. To this end they hired Mediabus to update the logo, website, social media, and collateral materials. The main goal for the website was to update it according to the new brand guidelines and best practices, making it easy to navigate for customers, provide lead generation and increase conversions. This included improving SEO, creating lead generation, updating and monitoring business pages, traditional and digital advertising, and social media management.



Results:

- 100% increase in conversions for the website
- 270+ unique digital requests monthly during high-activity months
- business grew 30%.

Reference: Lisa Fairburn
email: Lisa@livingwaterspray.com



Your pets are family, which means they are a top priority when you are looking for lawn care. That's why we make it our top priority to keep your pets safe and to give them a lush, healthy, weed-free lawn to play in.

Living Water makes more than 35,000 property visits every year! That means that we see your pets more than the vet does! Our products are safe and noninvasive to mammals, but we are always going to go the extra-mile when it comes to your pets!

That's why we:

- ◆ Always move any toys, water or food dishes out of the way before applying any product.
- ◆ Ensure gates are secured upon entering and exiting your property.
- ◆ Recommend your pets stay off of the lawn for 30 minutes after an application. (if not possible, your pets will be completely safe, this is just an extra precaution)





BECAUSE YOUR LAWN IS THEIR PLAYGROUND.

Evergreen Fountains:

Scope of Work:

Evergreen Fountains (EF) is an assisted living facility, that hired Mediabus to manage their brand, marketing, and advertising. Some of the big projects Mediabus led were related to updating the EF brand and promoting the new building they added to the facility. The work included creating and implementing marketing strategy, internal and external communication facilitation, and event management.

Promote the new addition to the community

-  Design and develop new website
-  Design promotional materials
-  Develop digital campaign
-  Develop television and radio campaign

Results:

- While actively working with EF, helping them maintain over 90% occupancy.
- Assisting EF with maintaining over 80-85% total occupancy while recruiting residents for the new building prior to COVID-19.





GAIN YOUR INDEPENDENCE

ENJOY YOUR OWN INDEPENDENT LIFESTYLE CENTERED ON PERSONAL WELLNESS.

- MAINTENANCE FREE LIVING
- EXPERIENCE COMFORT & STYLE
- CARE LIVING CHOICES
- GOURMET DINING
- WELLNESS CENTER

\$1,000.00 Free Move In Service

PLUS \$1,000.00 Signing Bonus

WWW.EVERGREENFOUNTAINS.COM 1201 N. EVERGREEN RD 509.922.3100

GRAND Opening

Phase II Skywalk Addition



**SATURDAY
AUGUST**

04

**LIVE MUSIC
FOOD
DRINKS
TOURS**

**11
am -
3 pm**

LIFE STYLE CHOICES:
Independent living,
Cottage Homes,
Light Assisted Living,
Assisted Living

509.922.3100
1201 N. EVERGREEN ROAD
SPOKANE VALLEY, WA 99216
EVERGREENFOUNTAINS.COM

**1 Month
FREE rent.**

**\$1,000 FREE
move in
service**

Reference: Gene Arger
email: ggarger@argenco.com



Red Rock Catering

Scope of Work:

Mediabus designed a new logo and brand guidelines for Red Rock Catering. This included designing new menus, collateral, web presence, and brand promotion. The goal Red Rock Catering had was to create a look that was more Western/Northwest food inspired. Alongside the logo, Mediabus designed the company's main menu, and the themed menus Red Rock Catering used (the BBQ-specific menu and the home catering menu). Mediabus also assisted with website updates and event planning and promotion for shows Red Rock Catering participated in.

Reference:

Bob Adolfson

email:

bob.adolfson@redrockspokane.com

FROM ELEGANT FULL SERVICE CATERING
TO CASUAL DROP OFF DELIVERY

OFF SITE CATERING

PERSONALIZED MENUS



FRESH PREMIUM QUALITY MEATS
FRESH HANDMADE SIDES
SMALL OR LARGE GROUPS

BBQ

Weddings
Corporate Events
Family Reunions
Birthdays
Graduations

LOCALLY OWNED
SINCE 2007



Results:

Red Rock Catering continues to utilize the website, collateral and designs created by Mediabus, being a household name for catering services in Spokane.

Spokane Valley

Scope of Work:

Mediabus worked with the City of Spokane Valley to plan, promote and coordinate their annual Valley Fest. Mediabus collaborated with the Spokane Valley staff in budget management, advertisement and promotion, social media campaigns, design of collateral and merchandise, and event coordination. Mediabus assisted with photography, videography and media relations.

Project Stages:

- Create marketing plan.
- Graphic design and promotional material creation
- Event advertising and promotion
- Event Coordination
- ROI Recap for client and sponsors



DISCOVER SPOKANE VALLEY!

Valleyfest

Mirabeau Point Park – CenterPlace Regional Event Center
3 Days of Events and Activities!

2013 Sept. 20-22 | **2014** Sept. 18-20

SOMETHING FUN! FOR EVERYONE!

HIGHLIGHTS
Twilight "Hearts of Gold" Parade
Hot Air Balloons over Valleyfest
Cycling & 5k/10k Run
Car Show
Bloomfest
Fishing at the Falls
STEP UP for Down Syndrome Walk
3 Entertainment Stages
Triathlon (Paddle, Bike, Run)

2013 SPONSORS
City of Spokane Valley
Valley Hospital
Rockwood Health System
Washington Trust Bank
Inland Empire Paper Co
Sterling Bank
Numerica Credit Union
Waster Management
Inlander
Zip Trip
Auto Nation
Valley OB/GYN

VALLEYFEST.ORG LIKE FOLLOW

Stay connected!

DISCOVER SPOKANE VALLEY!

Valleyfest

2013

September 20, 21 & 22
Mirabeau Point Park
CenterPlace Regional Event Center
2426 N. Discovery Place, Spokane Valley, WA

HIGHLIGHTS
FRIDAY NIGHT 7:30 - 9:00 "HEARTS OF GOLD" PARADE
SATURDAY
Festival Stage
10:30 Build It Athletic Cheerleaders
11:00 Zumba! Boot Camp
12:00 Northwest Hula
12:55 Kendama Demonstration
1:20 Peace of Art Aikido
2:00 Japanese Dancers
3:00 Jenks Music
4:00 Mushi Marimba
5:00 Mystic Dream
Patio Stage
12:00 Spare Parts
3:30 Car Show Awards
4:00 Comedy Cup
6:00 Plaid Cats
7:30 Miss Abbey and Her Red Hot Orchestra
8:00 Hot Air Balloon Glow (weather permitting)
SUNDAY
Festival Stage
9:45 Praise Service
11:00 Pearl Snaps
12:30 Chutzpah
2:30 Twisted Bisquit
Family Stage
12:00 Build It Athletic Cheerleaders
1:00 Box and Hat Players
2:00 Dawn of Life
3:00 Been There Done That

3 Stages of Entertainment
Beer, Wine & Food Gardens
Over 200 Vendors
Lots of activities for the Kids
Planetarium • Robotics • Kendama
Petting Zoo • Car Show • Fishing at the Falls
Responsible Dog Ownership Day
Hot Air Balloons • Bloom Fest
FREE ADMISSION!
STA Shuttle from the Valley Mall

THANK YOU TO OUR GENEROUS SPONSORS

Valley Hospital, Spokane Valley, AutoNation/Mazda, Spokane Valley Partners, Zip Trip, Rockwood Health System, Inlander, NUMERICA, ARTS, SPOKANE VALLEY MALL, Valley OB/GYN, Washington Trust Bank, Sterling Bank, Fred Meyer, Coeur d'Alene Casino & Resort, Spokane Parks Foundation, Julia's Jungle, Cabela's, Spokane International Airport

Complete Listing of Events and Info at VALLEYFEST.ORG

Results:

- Met the goal of increasing attendance of Valley Fest.
- Met the goal of drawing tourists and increasing stays in local hotels and motels - main goal after increasing hospitality tax.

ALL WEEKEND!
DISCOVER SPOKANE VALLEY!

Valleyfest

September 20, 21 & 22
Mirabeau Point Park
CenterPlace Regional Event Center
2426 N. Discovery Place, Spokane Valley

"HEARTS OF GOLD" PARADE
FRIDAY 7:30PM
SPRAGUE AVENUE

RESPONSIBLE DOG OWNERSHIP DAY

HIGHLIGHTS
3 STAGES OF ENTERTAINMENT
BEER, WINE & FOOD GARDENS
Car Show • Hot Air Balloons
Planetarium • Robotics • Kendama
Petting Zoo • Fishing at the Falls
Step Up for Down Syndrome
5K/10K • Triathlon • Trail Ride
Bloom Fest • Pancake Breakfast
AND MUCH MORE!
FREE ADMISSION
Ride STA Shuttle from Valley Mall!

OVER 200 VENDORS!

COMEDY CUP

CAR SHOW

Detailed Schedules & Information
VALLEYFEST.ORG

SHOP PLAY DINE STAY

DISCOVER SPOKANE VALLEY!

Valleyfest

2013

September 20, 21 & 22
Mirabeau Point Park
CenterPlace Regional Event Center
2426 N. Discovery Place, Spokane Valley, WA

OVER 200 VENDORS!

3 Stages of Entertainment
Beer, Wine & Food Gardens
Parade • Hot Air Balloons • Car Show
Planetarium • 5K/10K Run • Step Up for Down Syndrome
Responsible Dog Ownership Day • Bloom Fest
Kendama • Robotics • Planetarium
AND MORE!

SPONSORS

Valley Hospital, Spokane Valley, AutoNation/Mazda, Spokane Valley Partners, Zip Trip, Rockwood Health System, Inlander, NUMERICA, ARTS, SPOKANE VALLEY MALL, Valley OB/GYN, Washington Trust Bank, Sterling Bank, Fred Meyer, Coeur d'Alene Casino & Resort, Spokane Parks Foundation, Julia's Jungle, Cabela's, Spokane International Airport

VALLEYFEST.ORG

CenturyLink Connected Home:

Event marketing and promotion

Mediabus worked with CenturyLink to promote the launch of their initiative "Connected Home. The work included :

- Developing a theme for the initiative
- Managing internal communication to inform the employees and educate them about pitching and selling the services
- Designing and editing collateral and promotional materials
- Designing event displays

Employee Recognition Program

Mediabus worked with CenturyLink to create a recognition program, *Bravo*, to motivate employees to collaborate better. This included:

- Developing campaign name and identity
- Creating a campaign strategy
- Designing collateral
- Creating promotional materials and merchandise (like shirts and coats)

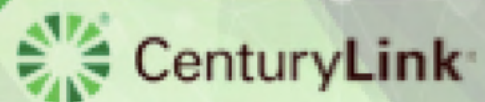


CONNECTING YOU
TO THE **POWER** OF THE DIGITAL WORLD



WELCOME TO
CONNECTED HOME

SEE WHERE THE
1 GIG SPEED
CAN TAKE YOU



Work Samples

Divine's:

Brand Identity

Mediabus worked with Divines to update and strengthen their brand identity to engage both their employees and customers in the company's culture. The scope of work included:

- Develop brand identity emphasizing that Divine's is a local business
- Design logo
- Create a new brand line
- Design promotional materials

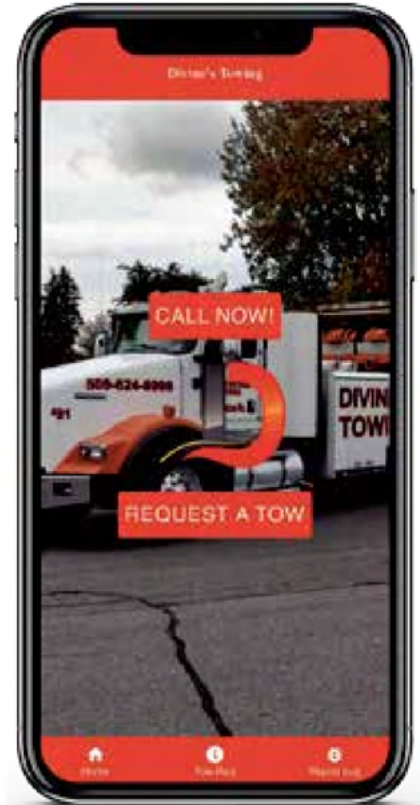
Business extension:

Mediabus worked with Divines to develop a mobile app to make it easier for clients to communicate and receive needed assistance.



Divine's
AUTO REPAIR

LIVE · PLAY · WORK
GREATER SPOKANE



Divine's
FASPARTS

LIVE · PLAY · WORK
GREATER SPOKANE

Go to divinesauto.com
for a list of locations near you.

509-455-8622 • divinesauto.com

BUY ONE GET ONE
BANG ENERGY DRINK

* MUST BRING COUPON
* EXPIRES 8/31/2019

BOGO
BANG
ENERGY
DRINK

2 FOR 1

Blue Bunny
ICE CREAM SANDWICH

EVERYTHING YOU NEED FOR THE ROAD

Divine's
FASPARTS

MILK
EGGS
SNACKS
ENERGY DRINKS
ALCOHOL
CAR ACCESSORIES
LOTTO TICKETS

* One Per Customer Per Coupon * Must bring coupon * Expires 8/31/2019



MEDIABUS

GET ON IT.

The Mediabus team operates on the philosophy of getting everybody what they want in ways that are honest and sustainable. The two guarantees Mediabus gives every client are these:

1. The client will approve every message that we share with the world about their business, and
2. The client will approve every dollar we spend - no surprise bills.



Mediabus is a team of creative and experienced specialists who can tackle any challenge.



Mediabus provides innovative solutions to meet our client's unique needs.



Mediabus creates seamless integration across all marketing channels builds our client's businesses.



Mediabus strives for success through collaborative problem solving with our clients.

Contact Us

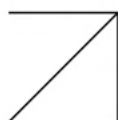
140 S. ARTHUR ST.
SUITE 505
SPOKANE,
WA 99202

(509) 703-0296

Learn More

www.getmediabus.com

Are you looking forward to bringing the business or organization of your dreams into reality? Do you want to free your time to do what you are truly passionate about instead of worrying about marketing and advertising? Mediabus is the dedicated and hardworking group of multi-talented people. With our skill sets our team can tackle any task you throw at us.



Brad Krueger

Owner | CEO

The marketing and advertising specialist who knows how to create a strategy that will bring his clients what they want, making their lives easier and their businesses more successful.



140 S. Arthur St.
Suite 505,
Spokane, WA 99202

office: (509) 703-0296
mobile: (509) 218-6824

brad@getmediabus.com

EDUCATION

Bachelor of Arts - 1989
Communication
Whitworth University,
Spokane, WA

Diploma - 1985
Lewiston High School,
Lewiston, ID

EXPERTISE

Marketing
Advertisement
Project Management
Media Relations
Sales
Branding
Event Management

EXPERIENCE

August 2005 - present

Owner • CEO • Mediabus

- Worked with over 80 clients in WA, ID, OR, MT, MO, AZ, KS while leading Mediabus,
- Creates and manages marketing strategy and budget for 20 active accounts,
- Oversees all Mediabus accounts and supports the Mediabus team where necessary,
- As needed does branding and rebranding, media buying, campaign implementation, ad production, market research, monitoring and reports.

March 2004 - August 2005

Account Manager • Outwest Promotions Inc.

- Handled 5-8 accounts monthly,
- Created marketing and advertising strategy; media plans,
- Was responsible for promotional management,
- Managed advertisement creative, wrote and produced ads.

July 1998 - March 2004

Account Executive • KXLY Radio Group

- Worked with 30-40 accounts monthly, generating monthly earnings between \$70,000 and \$120,000 for the radio,
- Sold radio advertising placements, creating and managing advertising strategy,
- Planned and executed promotional events,
- Managed advertisement creative, wrote and produced ads.

October 1995 - July 1998

Account Executive • KHQ Television

- Worked with 30-40 accounts monthly, generating monthly earnings between \$50,000 and \$80,000 for the station,
- Sold television advertising placements, creating and managing advertising strategy,
- Managed advertisement creative, wrote and produced ads.



Dina Ekkert

Creative Director

The graphic designer who turns the vision a client has about their business into a tangible image that their clients can connect to and remember when they need a specific service.

140 S. Arthur St.
Suite 505,
Spokane, WA 99202

office: (509) 703-0296
mobile: (509) 844-7170

dina@getmediabus.com

EDUCATION

Associate of Applied Science
2012

Graphic Design
Spokane Falls
Community College,
Spokane, WA

Diploma - 2009
Lewis & Clark High School,
Spokane, WA

LANGUAGES

Russian

EXPERTISE

Website Development
Graphic Design
Adobe Suite
Photoshop
Video Editing

EXPERIENCE

April 2018 - present

Creative Director • *Mediabus*

- Worked with clients for over 40 accounts to create memorable business imaging,
- Manages design budget,
- Created branding guidelines; designs logos, stationary, merchandise and collateral,
- Manages interns for small projects,
- Builds and Develops websites,
- Edits photos, images and graphics,
- Creates TV graphics and edits video.

May 2012 - April 2018

Graphic Designer • *Mediabus*

- Built and developed websites,
- Assisted in creating branding guidelines,
- Designed logos, collateral and stationary,
- Designed promotional materials for print (i.e., posters, cards, brochures, print ads, etc.),
- Created TV graphics.

January 2012 - May 2012

Graphic Design Intern • *Mediabus*

- Helped build and develop websites,
- Helped design promotional materials for print,
- Helped design collateral: cards, brochures, etc.

June 2008 - May 2012

Sales Associate • *Macy's*

- Assisted customers in finding the products they want and need,
- Managed sales processes,
- Provided customer service.

Maggie Zlatanova

Junior Account Manager

The communication specialist who is always there to help you manage your marketing and advertising so that you can concentrate on the thing you're passionate about - your business.



140 S. Arthur St.
Suite 505,
Spokane, WA 99202

office: (509) 703-0296
mobile: (208) 513-6148

maggie@getmediabus.com

EDUCATION

Bachelor of Arts - 2022
Communication
Whitworth University,
Spokane, WA

Associate of Arts - 2019
Communication
College of Southern Idaho,
Twin Falls, ID

LANGUAGES

Bulgarian
German

EXPERTISE

Digital Marketing
Content and Copy Editing
Conflict resolution
Creativity
Public speaking

EXPERIENCE

May 2022 - present

Junior Account Manager • *Mediabus*

- Assists clients in all their PR, Marketing, and Advertising needs,
- Creates and edits content for ads,
- Creates reports about clients' marketing,
- Curates and edits digital presence,
- Works on brand enhancement and managing, and rebranding projects.

September 2020 - May 2022

Writing Editor • **Writer** • *Natsihi*

- Edited stories for content, quality, and AP style,
- Wrote stories and captions,
- Coordinated a team of 8-10 writers, taught best practices, and managed assignments,
- Conducted interviews and maintained a contact list of sources.

February 2021 - May 2022

Account Manager • **PR specialist** • *Beyond the Pines*

- Assisted with event coordination,
- Worked with a team to create social media guides, promotional materials, and web design,
- Lead and coordinated rebranding process.

February 2022 – May 2022

Communications Intern • *Girls on the Run*

- Created promotional materials,
- Created social media templates and posts,
- Designed and edited newsletter and follow up newsletters for coaches and program participants.

Ashlea Koepke

Junior Account Manager

The communication specialist who will love to solve the unique marketing puzzle your business creates so that you can concentrate on turning the brilliant ideas you have into reality.



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EDUCATION

Bachelor of Arts - 2022
Communication
Whitworth University,
Spokane, WA

Diploma - 2018
University High School,
Spokane, WA

EXPERTISE

Leadership
Sales
Editing
Teamwork
Event Planning

EXPERIENCE

June 2022 - present

Junior Account Manager • *Mediabus*

- Assists clients in all their PR, Marketing, and Advertising needs,
- Creates and edits content for ads,
- Creates reports about clients' marketing,
- Curates and edits digital presence,
- Works on brand enhancement and managing, and rebranding projects.

June 2021 - present

Optician • **Optometric Assistant** • *Eyeglass World*

- Explaining prescription details to clients,
- Finding the best fit of glasses and contacts,
- Selling products that best fit the client's needs,
- Manage charts, paperwork, schedules, pretesting.

February 2021 - May 2022

Editorial Assistant • *Rock & Sling Magazine*

- Reviewed submissions to the magazine,
- Worked with the staff weekly to determine which submissions will be published,
- Edited to ensure the quality of the publication.

September 2021 - November 2021

Communications Intern • *Horizon Hospice & Palliative Care*

- Interviewed the staff to gather content for intranet pages,
- Constructed intranet pages for departments,
- Managed Facebook and Instagram accounts.