



# CASEY SULLIVAN

Marketing Portfolio

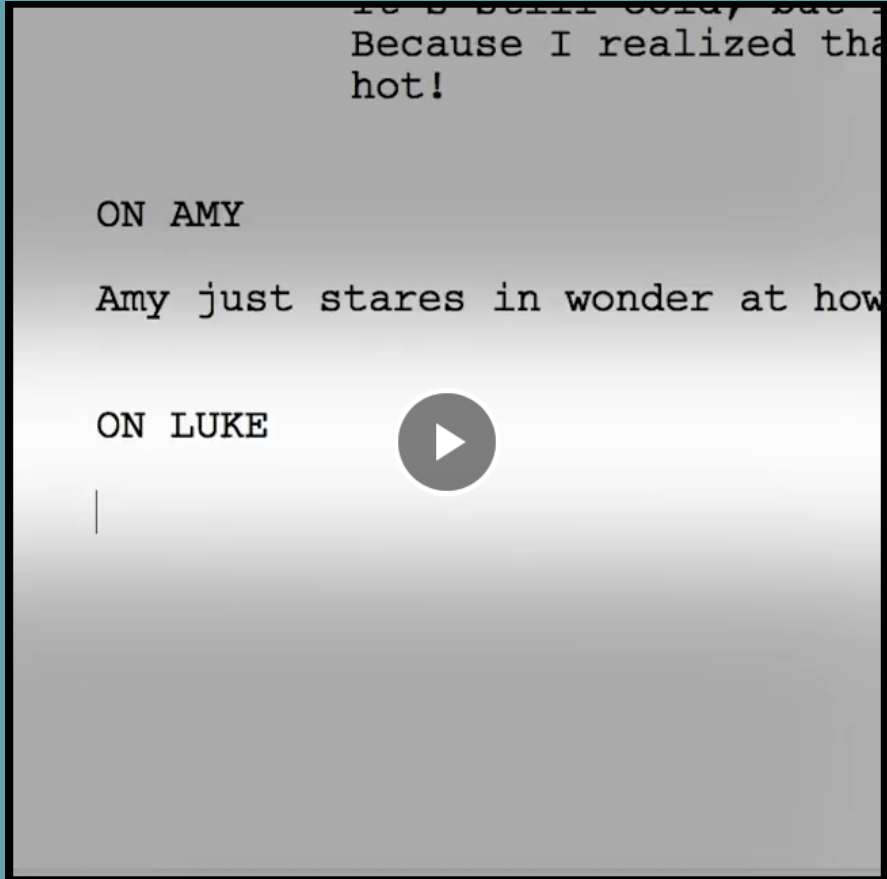
PAID ADVERTISING





# Paid Video Ads

Video ad for BFA in Graphic Design and  
Interactive Media program targeting students  
interested in design: [HERE](#)



# PAID VIDEO ADS

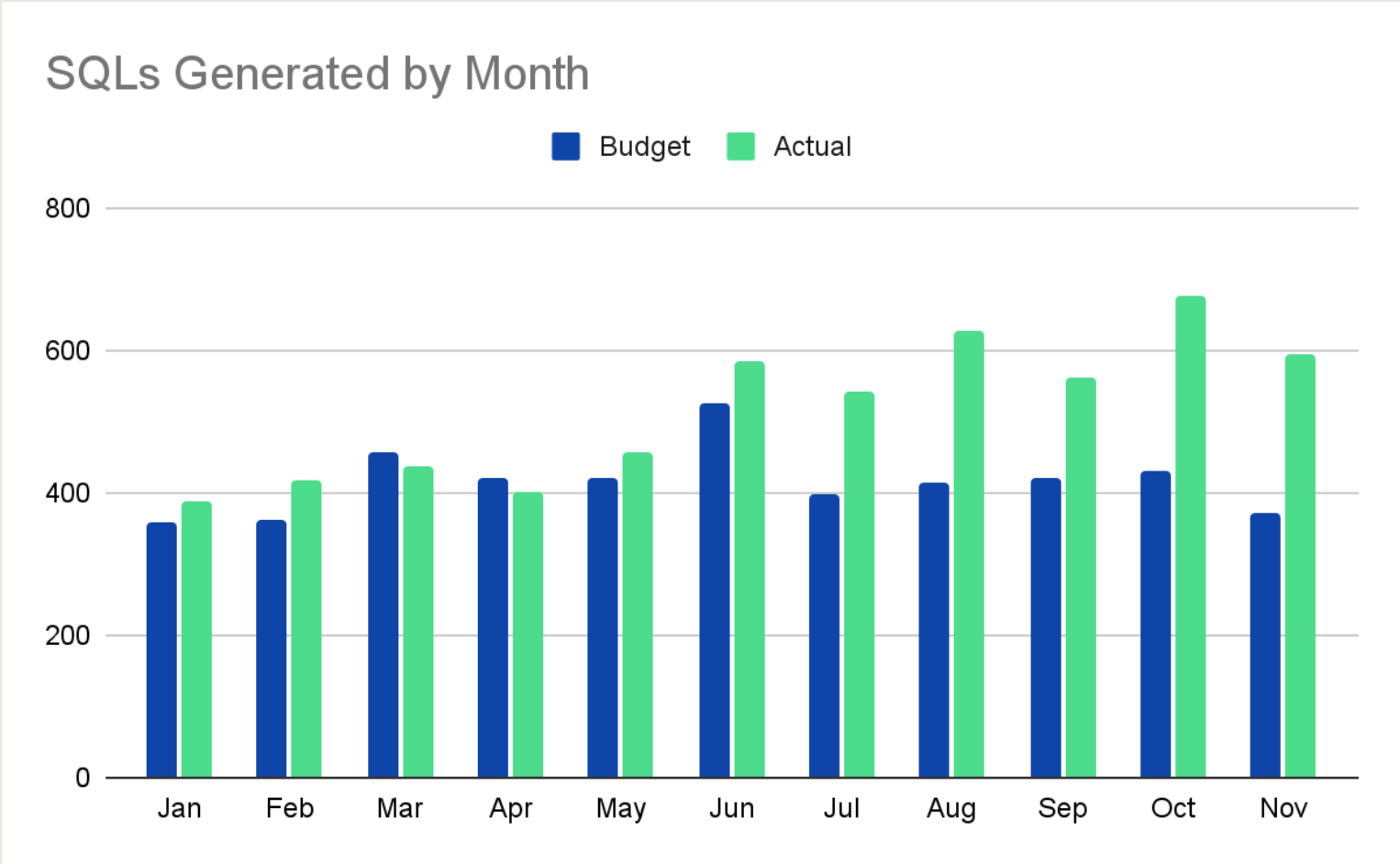
Video ad for BFA in Cinema program targeting students

interested in screenwriting: [HERE](#)

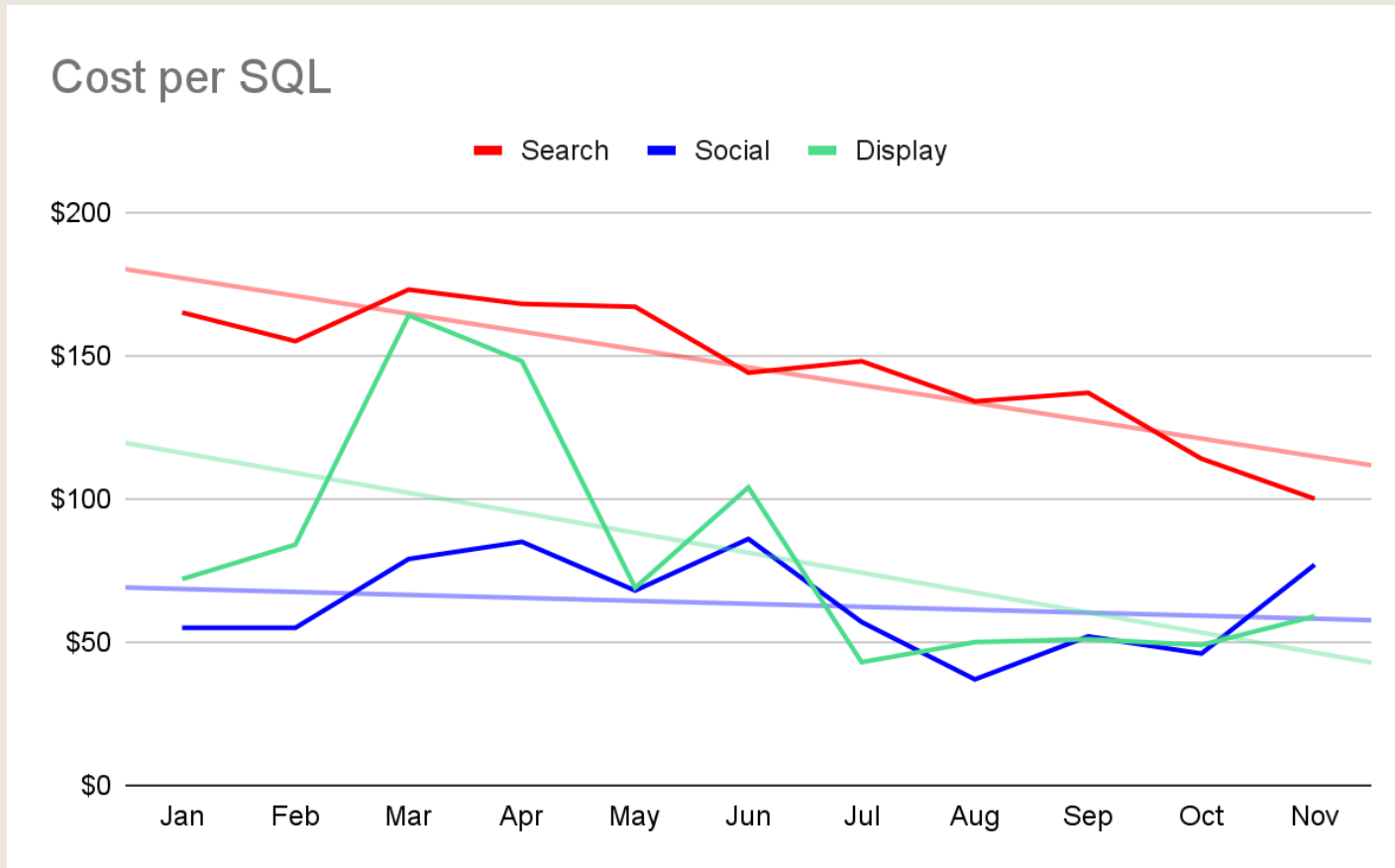
# Ad Campaign Performance of One Campaign in 2021

<input type="checkbox"/>	<input checked="" type="radio"/>	Ad group	Status	Target CPA	Conversions	Cost / conv.	Ad group type	↓ Clicks	Impr.	CTR	Avg. CPC	Cost	Conv. rate
<input type="checkbox"/>	<input checked="" type="radio"/>	Screenwriting - Class	Eligible	\$126.63	109.33	\$95.83	Standard	1,943	56,336	3.45%	\$5.39	\$10,477.08	5.63%
<input type="checkbox"/>	<input checked="" type="radio"/>	Screenwriting - University	Eligible	\$126.63	37.80	\$134.76	Standard	1,074	34,388	3.12%	\$4.74	\$5,093.78	3.52%
<input type="checkbox"/>	<input checked="" type="radio"/>	Scriptwriting - Education	Eligible	\$126.63	27.47	\$97.79	Standard	926	21,713	4.26%	\$2.90	\$2,686.24	2.97%
<input type="checkbox"/>	<input checked="" type="radio"/>	Scriptwriting - Major	Eligible	\$126.63	21.83	\$159.01	Standard	811	18,458	4.39%	\$4.28	\$3,471.75	2.69%
<input type="checkbox"/>	<input checked="" type="radio"/>	Screenwriting - College	Eligible	\$126.63	54.75	\$87.75	Standard	763	17,301	4.41%	\$6.30	\$4,804.40	7.18%
<input type="checkbox"/>	<input checked="" type="radio"/>	Screenwriting - School	Eligible	\$126.63	54.00	\$87.62	Standard	709	21,473	3.30%	\$6.67	\$4,731.58	7.62%
<input type="checkbox"/>	<input checked="" type="radio"/>	Screenwriting - Education	Eligible	\$126.63	28.02	\$110.33	Standard	561	15,667	3.58%	\$5.51	\$3,091.82	5.00%
<input type="checkbox"/>	<input checked="" type="radio"/>	Screenwriting - Study	Eligible	\$126.63	18.53	\$119.14	Standard	404	14,586	2.77%	\$5.46	\$2,207.45	4.59%
<input type="checkbox"/>	<input checked="" type="radio"/>	Screenwriting - Major	Eligible	\$126.63	7.17	\$151.28	Standard	200	6,034	3.31%	\$5.42	\$1,084.20	3.58%
<input type="checkbox"/>	<input checked="" type="radio"/>	Screenwriting - Bachelor's Degree	Eligible	\$126.63	8.00	\$125.21	Standard	182	5,250	3.47%	\$5.50	\$1,001.67	4.40%
		Total: All ...			387.91	\$106.89		8,016	222,199	3.61%	\$5.17	\$41,464.55	4.84%

# Ad Campaigns Outperformed Budgeted Goals



# Generated More SQL Volume while Decreasing the Cost



THOUGHT LEADERSHIP





# Case Studies, Articles, Webinars

- [Chatbot types](#) – thought leadership article
- [Learning Transfer](#) – webinar
- [Chatbots - Emerging Technology](#) – thought leadership article
- [AKAMAI](#) – case study
- [TARGET](#) – case study
- [ARISTCRAT TECHNOLOGIES](#) – case study
- [Sean Hall](#) – interview and [video](#) used in email and social channels

# Conference Speaking Sessions

## 2019

### February

- ATD TechKnowledge, West Palm Beach, FL
  - Session speaker – “Best Practices for Designing a Chatbot in Support of Learning”
- Training Magazine Conference and Expo, Orlando, FL
  - Session speaker – “Chatbots – Discover This Secret Weapon to Scale Training Capability”

### March

- Learning Solutions, Orlando, FL
  - Session speaker – “Chatbots: The Ideal Channel for On-Demand Performance Support”

### May

- ATD Houston Chapter Technology Day, Houston, TX
  - Session speaker – “Chatbots – A Frictionless Channel for Training Reinforcement”
- ATD International Conference and Expo, Washington DC
  - Session speaker – “Beyond AI – The Real Value of Chatbots”
  - Session speaker – “Best Practices for Designing a Chatbot for Learning”

### June

- A/B Testing Summit, Virtual
  - Session speaker – “How Personalization drives user engagement with a chatbot”
- Learning DevCamp, Salt Lake City, UT
  - Session speaker – “Chatbots – A Frictionless Channel for Learner Engagement”

### October

- TechLearn Conference, New Orleans, LA
  - Session speaker – “Chatbots – Discover the Secret Weapon to Scale Training Capability”
- Global Gaming Expo (G2E), Las Vegas, NV
  - Session speaker – “Implementing Performance Improvement and Motivating Talent Towards a Better Future”
  - Co-presenting with Christiana Houck
- Masie’s Learning 2019, Orlando, FL
  - Session speaker – “Designing a Chatbot to be a Learning Partner”

## 2020

### February

- Training Magazine Conference and Expo, Orlando, FL
  - Speaker session – “Top 10 Tips of Chatbot Design for Learning”

### March

- Utah ATD Chapter 2020 Conference, Salt Lake City, UT
  - Speaker session – “Chatbot Design for Learning Use Cases”
  - Co-presented with Paul Bills
- Society for Technical Communication Webinar, Virtual
  - Featured speaker – “Using Chatbots to Teach, Train and Influence Behavior Change”

### May

- ISPI Annual Conference, Virtual
  - Speaker session – “Using a Chatbot for Training Reinforcement”
  - Co-presented with Dr. David Livingston

### June

- HR.com Inspire Virtual Event, Virtual
  - Speaker session – “How Chatbots Can Boost Training and HR Initiatives”

### August

- ISPI Atlanta Chapter Event, Virtual
  - Featured speaker – “Using a Chatbot for Training Reinforcement”
  - Co-presented with Dr. David Livingston

### September

- Learning DevCamp 2020, Virtual
  - Speaker session – “Converting an e-Learning Course”

### October

- Northwest Chicago Professional Development Network, Virtual
  - Featured speaker – “Engaging Learners with Chatbots”
- HR.com Global HR Tech Virtual Symposium, Virtual
  - Speaker session – “Scale your coaching programs”
- DevLearn 2020, Virtual
  - Speaker session – “Converting an eLearning Course”
- ISPI Washington DC Chapter Event, Virtual
  - Featured speaker – “Using a Chatbot for Training Reinforcement”
  - Co-presented with Dr. David Livingston

Internal company SME thought leadership speaking sessions at industry events, list from 2019 and 2020.

# LEAD NURTURING



# Nurture Sequence Engagement

List segmentation

Increased use of graphics and video based  
on ICP

Reduced text

Clear call to action

Incorporated text messaging



**You've got the  
CREATIVITY,  
we teach the rest.**

Earn your degree in Graphic Design and Interactive  
Media and be industry ready in three years.

**Why get your graphic design degree at CCH?**

- **Be industry ready.** Study under professors with industry experience. Graduate with an extensive professional portfolio.

• Your career success is our sole focus. The CCH Career Pathway™

# Video for various channels

Purpose was to increase engagement with the brand in various channels and increase affinity for the brand.

Community

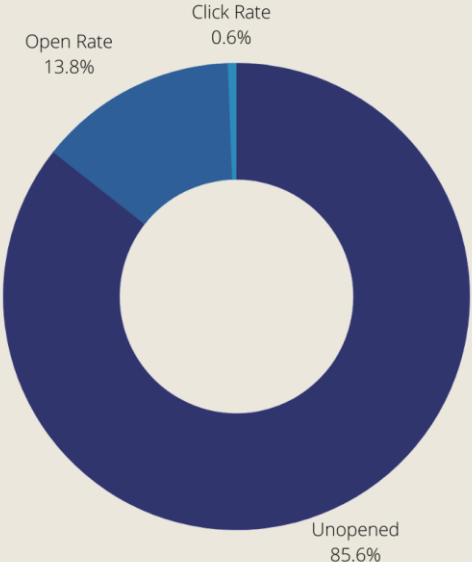
President Bill Smith

Career Services

Inclusion

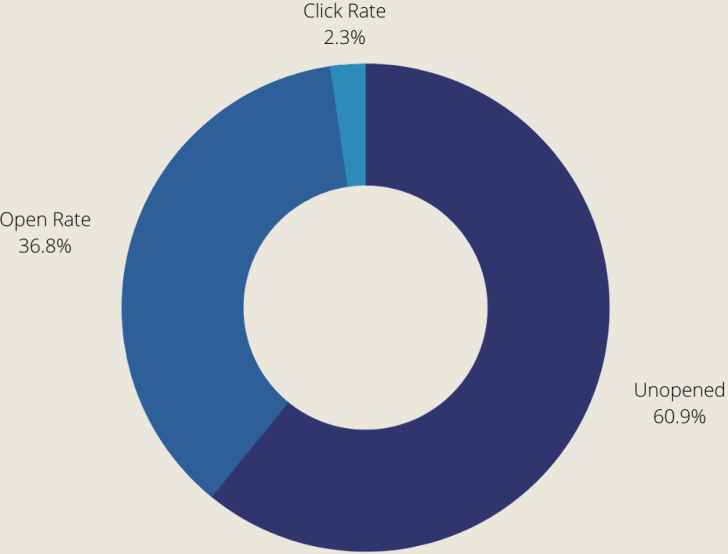


# Increased Engagement in Nurture Sequences



2020 Lead Nurture

- Open rate 13.8%
- Click rate 0.6%



2021 Lead Nurture

- Open rate 38.6%
- Click rate 2.34%

# Conversion Rate Improvements

## 2020

6,821 Leads  
10.7% conversion  
727 Apps  
33.6% Start Rate  
244 Starts

## 2021

7,217 Leads  
11.9% conversion  
862 Apps  
28.8% Start Rate  
248 Starts

**NOTE:** 2020 App to Start Conversion Rate was skewed by one time incentives including scholarships and federal assistance. The 2021 App to Start conversion rate is 3+ percentage points higher than pre-pandemic levels.

# METRICS AND ANALYTICS





# Analytics Dashboard

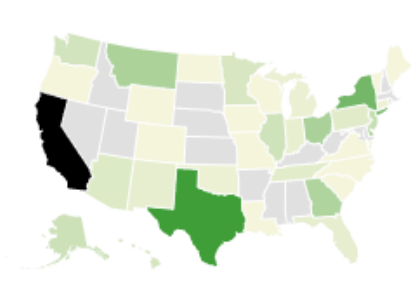
An example of the data analytics dashboards that I work from daily. Tracking leave volume, source, and on the left efficiency, meaning leads that require the least amount of resources to close/start.

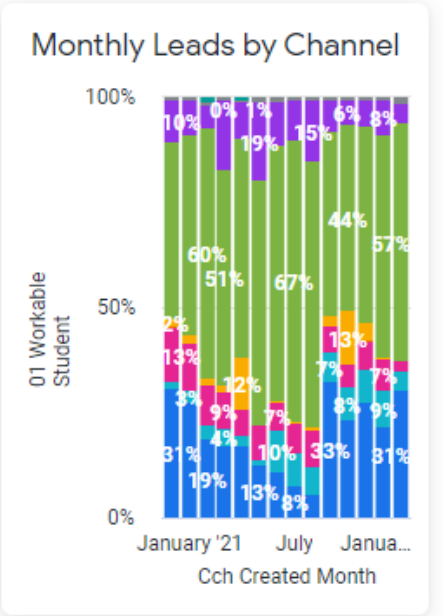
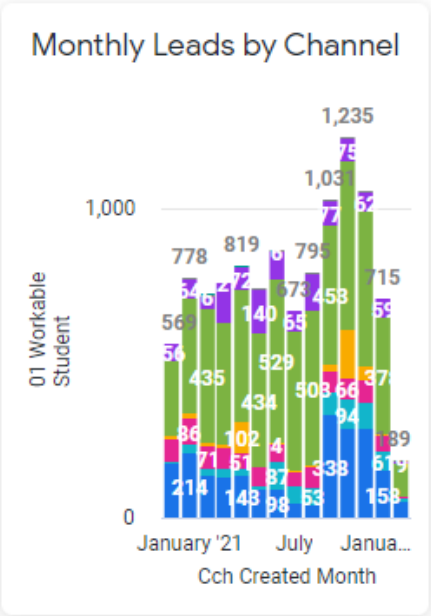
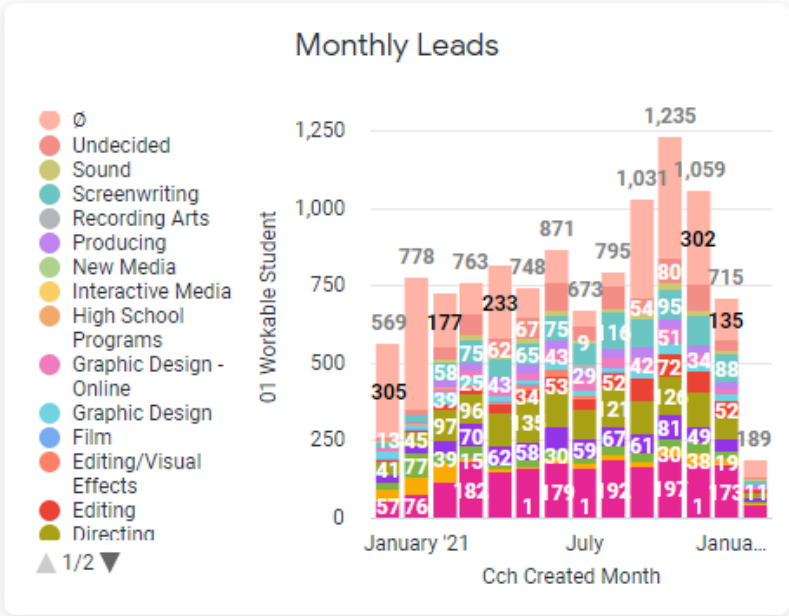
### Leads and Channels ♥

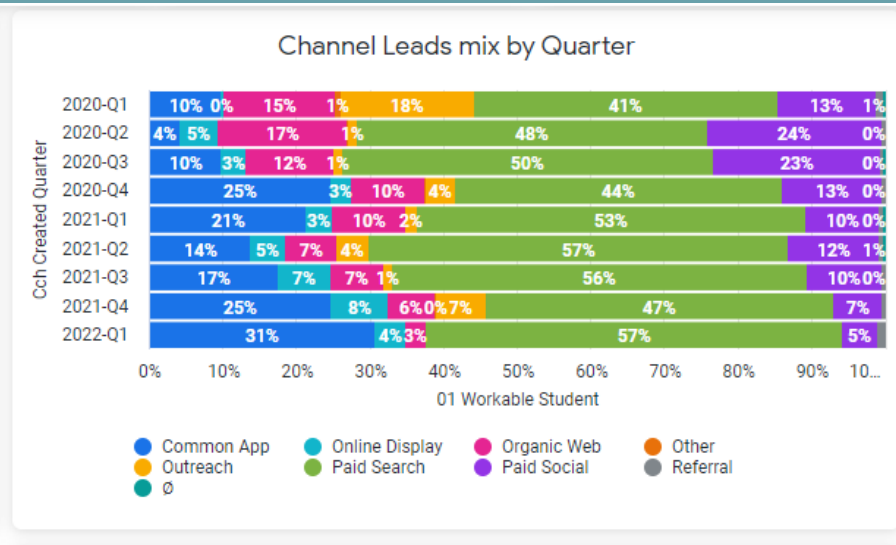
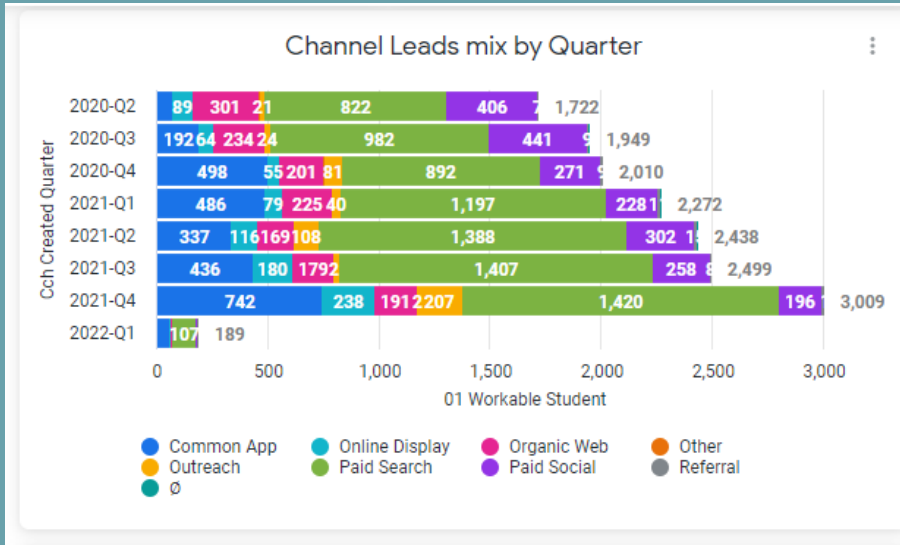
Campus Campus Start Label

Chicago  Los Angeles

#### Start Efficiency







# ANALYTICS DASHBOARD

# LEAD SCORING

We've developed a lead scoring system that assigns scores to lead in 3 categories, engagement, affinity, and intent. Then we track how those scores change over time.

Score Trends								
		Date Week Week <	2022-01-...	2021-12-...	2021-12-...	2021-12-...	2021-12-...	2021-11-...
Last Contacted Date	Lead Status	Admissions Counselor F...	Total Sco...	Total Sco...	Total Sco...	Total Sco...	Total Sco...	Total Sc
2022-01-03T17:45:58.18...	Admitted	Kyle Ellis	100	100	100	100	∅	95
2021-12-14T20:42:31.10...	Conditionally Admitted	Stacey Garretson	70	70	90	90	70	90
2022-01-06T00:53:39.53...	Conditionally Admitted	Lee Hughes	90	90	90	90	90	90
2022-01-04T22:31:25.61...	Admitted	Lee Hughes	100	100	100	100	100	90
2022-01-04T22:00:09.61...	Admitted	Lee Hughes	90	90	90	90	85	85
2021-12-27T20:52:22.37...	Admitted	Stacey Garretson	90	90	70	90	65	85
2022-01-06T00:53:43.40...	Conditionally Admitted	Mylah Tolentino	95	95	95	∅	85	85
2022-01-03T23:50:55.83...	Admitted	Kyle Ellis	90	90	90	90	90	80
2022-01-06T00:35:55.34...	Admitted	Lee Hughes	70	90	90	80	80	80
2022-01-04T20:24:35.99...	Admitted	Kyle Ellis	80	80	100	100	90	80

# LEAD SCORING



The lead scoring model allows us to predict with reliable accuracy which leads will turn into students and revenue for the school.

Based on lead score we can identify leads that are at risk and what areas the recruiting team can focus on when working the lead.



# LEAD SCORING

# MARTECH STACK



# Technologies Used

- CRM: Hubspot, Pipedrive, ActiveCampaign, Salesforce
- Marketing Automation/Email: Hubspot, ActiveCampaign, MailChimp, Yesware
- Website: Wordpress, Ubersuggest, SEMRush, Moz, Ahrefs, Unbounce
- PPC: LinkedIn, Facebook/Instagram, Google
- Automation: Zapier
- Prospecting: Prospect.io, Seamless.ai, SalesLoft
- Analytics: Hotjar, Google Analytics, Google Datastudio