

Branding Suite

Fonts:

Adventures Unlimited Script used for headings


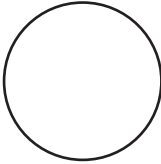
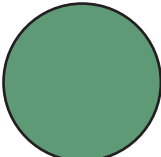
Big Caslon used for word mark and logos

I have no specific spacing or type size guidelines for my logo, watermark, or text.

Wordmark:

MARY-COKER GREEN

Colors:

-  Color 1, Black
CMYK [0, 0, 0, 100]
-  Color 1, White
CMYK [0, 0, 0, 0]
-  Color 1, Green
CMYK [60, 10, 59, 16]

Logo One:



Logo Two:



Creative Brief



MARY-COKER GREEN

(205) 215-4588

marycoker@auburn.edu

Project:

This is a professional personal branding grouping including Cover Letter, Resume, Branded Suite, Business Card, Envelope.

Objective:

To create a personal brand that demonstrates a simple, professional, yet current persona.

Target Audience:

My target audience are employers as well as potential partnerships. Specifically, I want to attract employers in the Public Relations or Fundraising fields, looking for advocates for their companies.

Attitude:

The attitude of my project is simple yet creative while maintaining elements of professionalism and completeness. I want these attitudes to be present in my work to showcase that I am an employee and representative that is put together, professional, efficient, while also creative at the same time.

Message:

I want my project to say "Mary-Coker is a representative that is sleek, professional, current and creative who knows how to represent herself."

Deliverables & Format:

This project will contain two logos, one containing my initials as well as one containing my first name with a green background signifying my client's last name. It will also contain a watermark that will be the header of my resume and the colors of this project will include green, black and white. I chose black and white because they signify something clean, sleek and put together. Since my client's last name is a color, the focal color of these projects will be green.

Budget:

This project includes a small budget that I would like to spend on having quality supplies including paper and cardstock costing \$150.



MARY-COKER GREEN

(205) 215-4588 | marycoker@auburn.edu

Oct. 19, 2024

Auburn Advancement
317 S. College Street
Auburn, AL 36849

Dear Mallory Carden,

Hi! I'm Mary-Coker Green, a senior at Auburn University majoring Agriculture Business and Economics with a minor in Public Relations. I desire to work in fundraising or communications for Auburn University or within a non-profit, institution style organization.

I have had the privilege of working with and representing Auburn University through the Office of Admissions, Auburn Panhellenic, Auburn Student Government Association and serving as Miss Auburn University. Through each position I have held, I have learned how to best represent the Auburn family through leadership, creativity, and communication skills. I am pursuing a career within Auburn Advancement out of a desire to learn how to better serve my Auburn family while also gaining skills and confidence that will further my career opportunities.

I have a deep desire to serve those around me, a strong work ethic, high communication skills, and experience in marketing, fundraising, strategic thinking, and media relations. I would love to utilize these skills and grow upon them through this opportunity with Auburn Advancement. During my involvement with Auburn University I have noticed a love for this institution that spans far beyond my four years here and into my career path. I would love the opportunity to work alongside the team at Auburn Advancement.

I have seen the way that Auburn Advancement serves the Auburn family and I would love nothing more than to spend the beginning years of my career learning how to do the same.

All of my gratitude and War Eagle,

Mary-Coker Green



MARY-COKER GREEN

(205) 215-4588 | marycoker@auburn.edu

Relative Skills, Leadership, and Accomplishments

Non Profit Owner | ENGAGE: Building Healthy and Resilient Minds
Author | The Girl Who Grew A Garden
Auburn University Admissions | Third Year Student Recruiter
Auburn University Admissions | Vice President of Administration for Student Recruiters
Miss America Organization | Miss Auburn University
Mortar Board Honor Society | Vice President
Auburn Panhellenic | Director of Recruitment Operations
Auburn Panhellenic | Director of Campus Relations
Student Government Association | Assistant Director of Hey Day / Creed Day

Work Experience

Auburn Advancement - Auburn, AL
Intern, May 2024 - August 2024
Auburn Admissions - Auburn, AL
Quad Center Front Desk Worker, January 2024-May 2024; Summer Term Student Recruiter, May 2022-August 2022; Athletic Recruiter, April 2022-December 2022
Crunch Fitness - Mobile, AL
Group Fitness Instructor, December 2020-August 2023
Hope Pageant and Formal Wear - Citronelle, AL
Sales Associate, February 2019 - August 2021
Mary Kay Senior Sales Director - Mobile, AL
Communications Specialist, August 2018 - August 2021
McCorquodale & McCorquodale Law Firm - Jackson, AL
Clerk, August 2017 - July 2019

Education

Auburn University - Auburn, AL
4th year, Bachelor of Science in Agricultural Economics
Univeristy of Alabama Early College - Tuscaloosa, AL
Academic years 2018-2021



mary-coker



MARY-COKER GREEN

(205) 215-4588

marycoker@auburn.edu

linktr.ee/marycokergreen



Insert
Postal
Stamp

Your Name Here
123 Anywhere USA
Auburn, AL 36830

Mary-Coker Green
509 Harper Avenue
Auburn, AL 36830

