

PORTFOLIO

ASHLEY TIEPERMAN

LET'S TALK.



Hi << Test First Name >>,

Did you set goals for 2018? We did. We want to work with more higher education clients who can benefit from our small but mighty team of creative marketing experts.

We can help you meet your communications goals. We understand you and your audiences. We know that your institution plays a key role in Maryland's renowned higher education system.

How do we know? We have extensive higher education experience:

- We created a new brand identity for the [University System of Maryland \(USM\)](#) that reflects their strategic priorities and commitment to innovation.
- We redesigned the USM Profile, Scorecard, and Quick Points of Excellence. Then, we designed the 2017 annual report. And now, we're designing a suite of USM-wide collateral for 2018.
- Working closely with the [University of Maryland, Baltimore's](#) Health Sciences and Human Services Library, we designed their hands-on Innovation Space.
- We worked with Johns Hopkins University, Montgomery Campus to create engaging banners and displays, produced and installed by our own in-house, expert craftsmen.

We're ready to create stand-out marketing communications that help you increase enrollment. To redesign your website to effectively communicate with your target audiences. To inspire your students with innovative educational spaces that enhance their learning experience.

Look for our capabilities booklet coming to your office soon in the mail. We're stacked with award-winning designers, copywriters, account managers, event specialists, and expert craftsmen, ready to help you succeed.

Are you ready to make 2018 a year that stands out? We are. [Let's talk.](#)

Steve Novak

MAILCHIMP EMAIL CAMPAIGN
NOVAK BIRCH