

CREATING YOUR SOCIAL PROMOTION PACKAGE

Steve Horn '14

April 1, 2019

**HEY
GANG!**

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**I'M
STEVE!**

While at UW I:

- Took J202
- Double-Tracked in the J-School
- Worked at WSUM
- Had an internship at an ad agency

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Now I:

- Live in Brooklyn
- Work on clients like the NBA and State Farm

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AND NOW,

A LESSON.

5 TIPS

TO PROMMO:

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1. Distill your project down to 1 sentence
2. Then say enough, but not everything
3. Show-and-tell, not see-and-say
4. Stay on-brand/on-tone (and let it inform the look)

5.

**SHOW SOMEONE
WHO'S NOT
IN THE J-SCHOOL**

**ANY
QUESTIONS?**



**ANY
QUESTIONS?**

PROJECTS?

LIFE?



HIT ME UP!

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THANK

YOU!