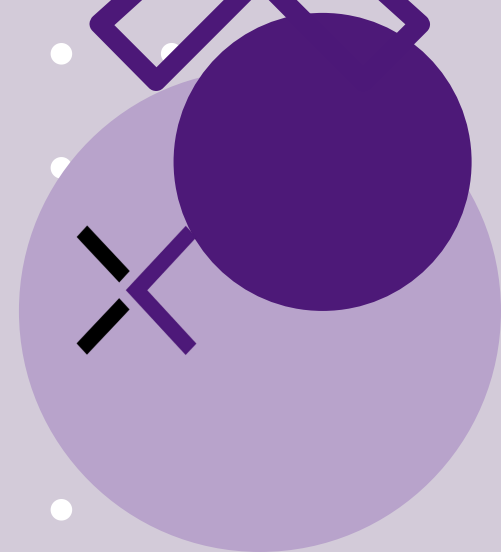


ROXO

# Fall 2023 Portfolio

Caroline Cunningham

Purple Team Director of Communication



# Meet the Team



**Project Manager**  
Madison Baker



**Director of Social Media**  
Jaidyn Andersen



**Director of Communication**  
Caroline Cunningham



**Digital Art Director**  
Kyla Kachmarik



**Director of Public Relations**  
Shelby Bach



**Copy Editor**  
Lochlin Wessel



**Photographer/Videographer**  
Megan Ha



# Clients



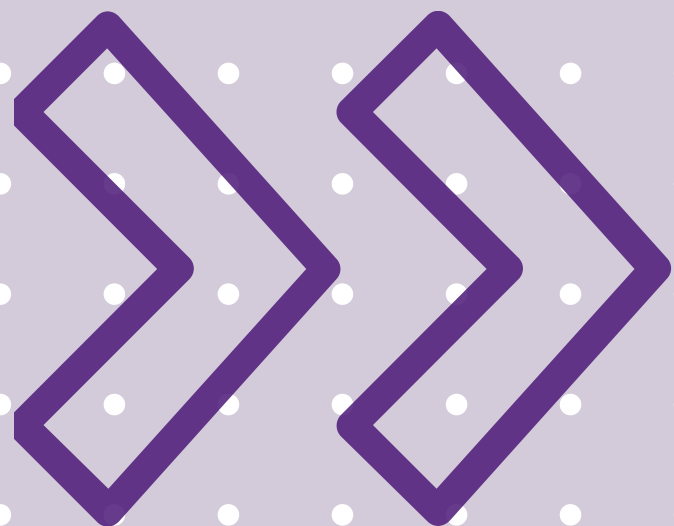
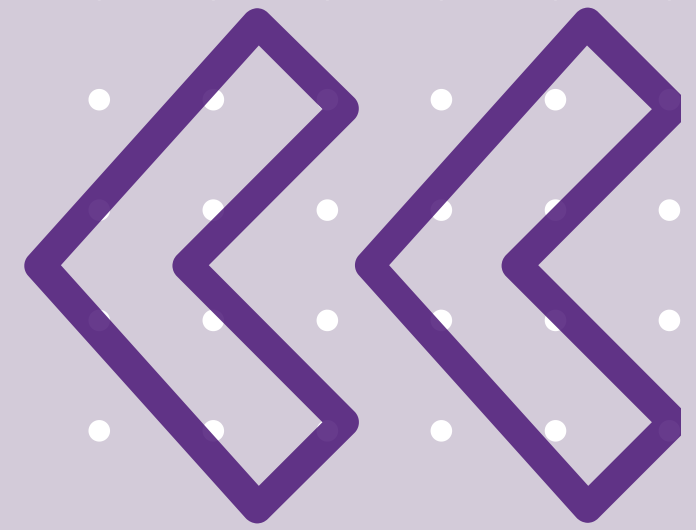
ROXO

- Branded pitch deck to find a DFW local album sponsor
- New logos for a consistent brand identity
- Social media kit with content ideas & repurposed graphics
- Email template to send to potential sponsors

- Team headshots
- Maintain brand image and ideals
- Recruitment for the Spring 2024 Roxo Team
- Elevate social media with bright colors & photos
- Blog posts

**My work for**

**CUT THRU★AT  
FINCHES**



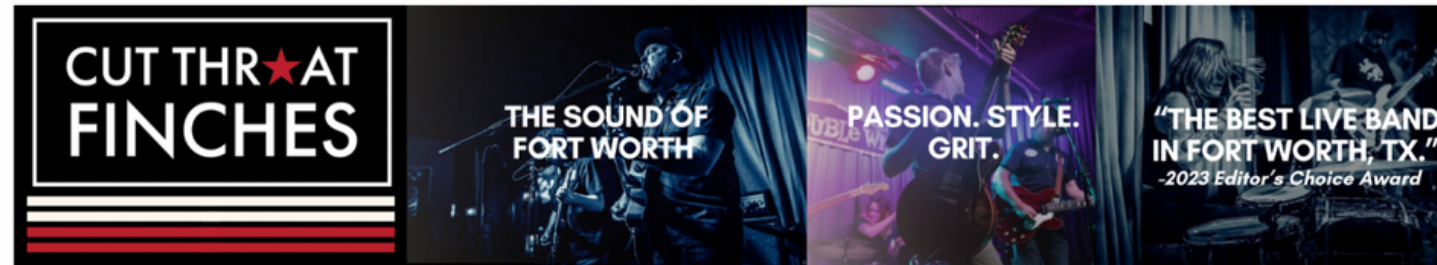
# Partner List

Name	Email	Phone	Website
<b>Restaurant</b>			
Maggie's R&R	maggiesmr@gmail.com	(682) 255-5442	<a href="https://maggiesrr.com/">https://maggiesrr.com/</a>
Woodshed Smokehouse	<a href="https://www.cheftimlove.com/contact">https://www.cheftimlove.com/contact</a>	(817) 877-4545	<a href="https://woodshedsSmokehouse.com/">https://woodshedsSmokehouse.com/</a>
Taco Heads	info@tacoheads.com	(817) 420-6299	<a href="https://www.tacoheads.com/">https://www.tacoheads.com/</a>
Paloma Suerte	infopalomasuertefw@cheftimlove.com	(682) 267-0414	<a href="https://palomasuertefw.com">https://palomasuertefw.com</a>
Heim BBQ	info@heimbbq.com	(817) 882-6970	<a href="https://heimbbq.com/story">https://heimbbq.com/story</a>
Righteous Foods	n/a	(817) 850-9996	<a href="https://eatrighteously.com/about-us">https://eatrighteously.com/about-us</a>
Wishbone and Flynt	info@tridentrestaurantgroup.com	n/a	<a href="https://www.wishboneandflynt.com">https://www.wishboneandflynt.com</a>
<b>Brewery/Distilling</b>			
Blackland Distillery	info@blacklandfw.com	(682) 268-5333	<a href="https://blacklandfw.com/home">https://blacklandfw.com/home</a>
Bankhead Brewing	<a href="https://www.bankheadbrewing.com/contact">https://www.bankheadbrewing.com/contact</a>	(817) 439-9223	<a href="https://www.bankheadbrewing.com/">https://www.bankheadbrewing.com/</a>
Second Rodeo Brewing	info@secondrodeobrewing.com	(817) 240-4959	<a href="https://secondrodeobrewing.com/">https://secondrodeobrewing.com/</a>
Cowtown Brewing Company	<a href="https://www.cowtownbrewco.com/contact">https://www.cowtownbrewco.com/contact</a>	(817) 489-5800	<a href="https://www.cowtownbrewco.com/">https://www.cowtownbrewco.com/</a>
Acre Distilling Company	admin@acredistilling.com	(817) 632-7722	<a href="https://www.acredistilling.com/">https://www.acredistilling.com/</a>
Maple Branch Craft Brewery	info@maplebranchbrew.com	(817) 862-7007	<a href="https://maplebranchbrew.com">https://maplebranchbrew.com</a>
Rahr & Sons Brewing Company	info@rahrbrewing.com	(817) 810-9266	<a href="https://rahrbrewing.com">https://rahrbrewing.com</a>
Fort Brewery	n/a	(817) 932-8000	<a href="https://www.fortbrewery.com">https://www.fortbrewery.com</a>
<b>Bar/Venue</b>			
Birdie's Social Club	howdy@birdiessocialclub.com	(817) 888-8914	<a href="https://www.birdiessocialclub.com/">https://www.birdiessocialclub.com/</a>
Lola's	booking@babyboybooking.com / booking@lolasfw.com	(817) 881-0847	<a href="https://lolasfw.com">https://lolasfw.com</a>
Rusty Nickel IceHouse	info@rustynickelicehouse.com	(817) 528-1682	<a href="https://www.rustynickelicehouse.com/">https://www.rustynickelicehouse.com/</a>
<b>Product</b>			
Southside Salsa Company	info@southsidesalsaco.com	(817) 691-3601	<a href="http://www.southsidesalsaco.com">http://www.southsidesalsaco.com</a>
La Pulga Spirits	<a href="https://lapulga.com/pages/contact">https://lapulga.com/pages/contact</a>	(817) 330-4267	<a href="https://lapulga.com/">https://lapulga.com/</a>
Mrs. Renfro's	social@mrsrenfros.com	(817) 336-3849	<a href="https://www.renfrofoods.com/">https://www.renfrofoods.com/</a>
Best Maid Pickles	info@bestmaidproducts.com	(817) 335-5494	<a href="https://bestmaidpickles.com/product-tag/best-maid-products/">https://bestmaidpickles.com/product-tag/best-maid-products/</a>
<b>Company Partner</b>			
Wilkes Brothers	<a href="mailto:emily.titus@wilksbrothers.com">emily.titus@wilksbrothers.com</a>	810.338.9562	<a href="https://www.wilksbrothers.com/">https://www.wilksbrothers.com/</a>

I finalized our list of potential partners to present to the client.



# Email Template



"Best Live Band in Ft Worth TX" (Editors Choice). This Americana-ish rock band shares an affection for indie/alt-rock royalty and has been described as "what you would get if you dropped a big British band right in the heart of Texas".

Dear **Business Name**,

We have a great idea for you. The Cut Throat Finches is a dynamic rock band that burst out of the vibrant music scene of Fort Worth in 2015. It's the "Best Live Band in Fort Worth, TX" according to FWTX Mag's Editor's Choice, a testament to its electrifying on-stage presence. The band has been described as blending the essence of a prominent British band with the heart and soul of Texas. And now, The Cut Throat Finches are looking for a strategic partnership that will bridge together the gap between Fort Worth music and local businesses.

#### **Why would your business partner with a local band?**

The Cut Throat Finches want to cultivate a relationship with a Fort Worth business and tell their story, showing how art and community intersect. It isn't just about music. It's about forging connections, amplifying local voices, and elevating the Fort Worth cultural landscape to new heights.

The Cut Throat Finches cannot achieve these goals alone; the band needs a fierce partnership to help propel its vision to life and pave the way for other local musicians in The Fort.

#### **Who are we looking for?**

I helped our director of public relations create an email template for the band to send out to these potential partners.



# Pitch Deck

**ABOUT CUT THROAT FINCHES**

**OUR STORY**  
Combining his love of Fort Worth, infectious melodies and performing, singer-songwriter Sean Russell formed Cut Throat Finches in 2015. With Taylor Tatsch, Eric Webb, Draya Ruse, and Rob Paine, this unique and dynamic band performs, tours, records, and most importantly, creates incredible music.

**3 ALBUMS**

**CTF HAS PLAYED AT**  
TANNAHILL'S TAVERN & MUSIC HALL ★ TWILITE LOUNGE ★ TULIPS FTW ★ CHAT ROOM PUB ★ FERRIS WHEELERS ★ MAGNOLIA MOTOR LOUNGE ★ BEER CITY MUSIC HALL GRANADA THEATER ★ HOUSE OF BLUES

500,000+ LISTENS  
4,500+ FOLLOWERS  
6,500+ MAILING LIST MEMBERS

**PARTNERSHIP OVERVIEW**

**BRANDING AND MERCHANDISING**

- Creative control of album artwork, showcasing our partner's unique story
- Merchandise (t-shirts) with both CTF and partner logos
- Merchandise with company logos

**LIVE PERFORMANCES AND EVENTS**

- Private shows from Cut Throat Finches at partner venue or venue of partner's choice

**SOCIAL MEDIA PROMOTION**

- Feature in CTF social media posts
- Partner promotion through social media and press releases
- Full licensing agreement for music use in social posts
- Full licensing agreement for video performances

**LOCAL EXPOSURE AND VALUES**

- Increased exposure through large Fort Worth audiences & venues
- Promotion and increased awareness of partner values
- Increased exposure to Fort Worth audiences & venues
- Bring Fort Worth's music & business back to their roots

**VINYL MARKET**

VINYL SALES ARE ON THE UP, WITH A 51% INCREASE YEAR-ON-YEAR GLOBALLY. VINYL SALES ACCOUNT FOR 72% OF PHYSICAL FORMAT REVENUE YEARLY.

People buy vinyl to get away from the digital world and indulge in raw music. With platforms like Spotify and Apple Music, fans are just passively listening, but they want something deeper. Vinyl records create active engagement, allowing listeners to forge a deeper bond with the music they love. The stories on the vinyl cover play a huge role in bringing this immersive experience to life. Working with CTF would create a unique channel to tell your brand story and connect with loyal fans who crave connection.

**ARE YOU READY TO JOIN THE SOUND OF FORT WORTH?**

**CUT THROAT FINCHES**

My team created a pitch deck for businesses interested in partnering with the band. I came up with ideas and wrote copy for the deck.



# Other Team Work

## Mood Board



## Social Media Kit



## Logos

CUT THROAT FINCHES  
CUT THR\*AT FINCHES

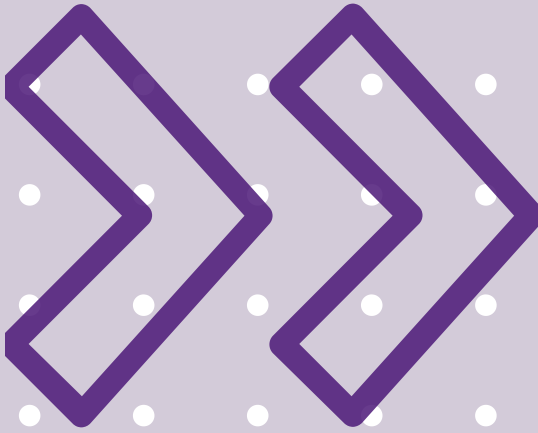
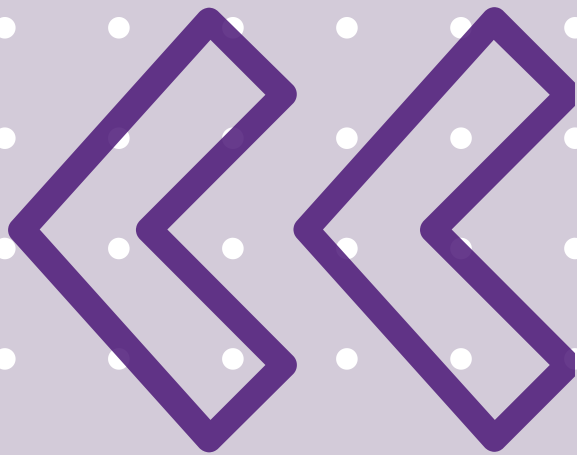




**My *w*ork for**

**ROXXO**

TCU STUDENT AD + PR AGENCY



# Blog Post



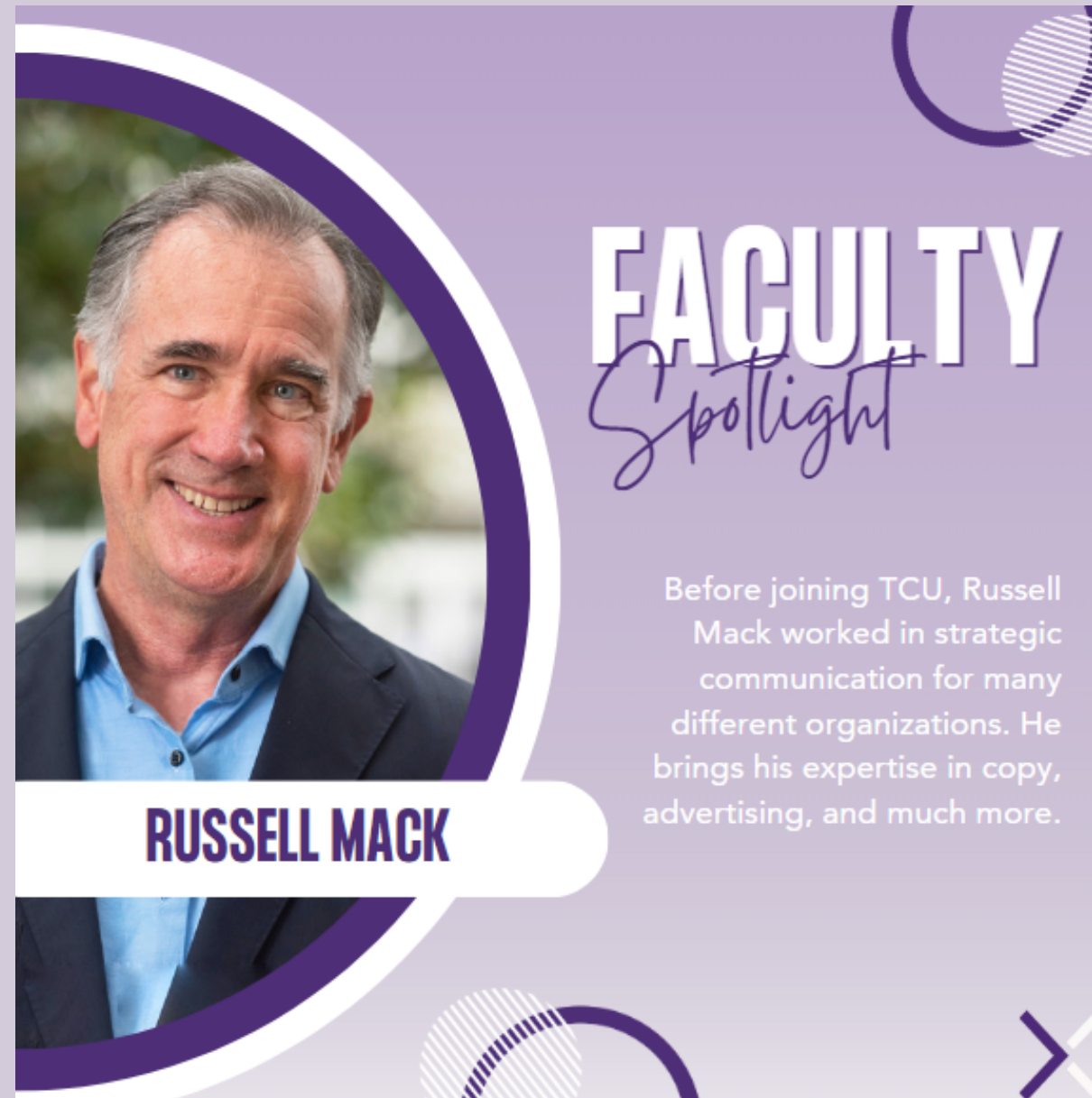
11/9/23

## **The Power of Public Relations: Insights from Cook Children's Health Care System**

[Read More](#)

Our agency website has a page for blog posts. I wrote a blog sharing a story about the impact PR had on Cook Children's Hospital in Fort Worth.

# Faculty Spotlights



A graphic for a faculty spotlight featuring a portrait of Russell Mack in a blue shirt and dark jacket, framed by a purple and white circular border. To the right of the portrait, the word "FACULTY" is written in large, bold, white capital letters, with "Spotlight" written in a purple script font below it. Below the portrait, the name "RUSSELL MACK" is written in bold, purple, uppercase letters. Further right, there is a paragraph of text in a light purple font. The background is a light purple color with decorative circular patterns.

**FACULTY**  
*Spotlight*

Before joining TCU, Russell Mack worked in strategic communication for many different organizations. He brings his expertise in copy, advertising, and much more.

**RUSSELL MACK**

## **What is your favorite part about being a faculty leader for Roxo?**

My career as a professional communicator means I can tell students not just what I think, but what I saw and what I know from actually having done it for real. Students are practical – they want to know what to expect out there, and that's what I can share with them.

## **How have you seen Roxo prepare students for their future careers?**

Every client is different, and you have to learn something, painful or pleasant, from each one. Clients are like persons – they all have different personalities and quirks that you have to adapt to...so there's no such thing as a typical client.

**#CREATIVITYFORGOOD**

I collected information from our faculty leaders so that more information about them would be available on our website and social media.

# Other Team Work



## Photography



## Recruitment

- 38 applications
- 20 spots offered to new Roxstars

