

CREATIVE BRIEF

PRCM 4020 | Brand Suite

GOALS

Throughout this project I hope to **establish a distinctive brand identity**. I want to create a memorable logo that effectively communicates the values of my personality.

Throughout this project I hope to **showcase professionalism and personal branding**. I want to create a cohesive brand suite that can be used in any professional setting but also showcases my personality.

Throughout this project I hope to **ensure consistency and adaptability**. I want to ensure that all elements of the brand suite are adaptable to all mediums and platforms.

KEY INSIGHTS

As a public relations major, I am taught that brand identity is crucial and that consistency allows for trust. Creating a well-crafted logo and consistent visual elements will help build both brand identity and trust.

KEY TAKEAWAYS

My key takeaways for this assignment were to think about what designs and fonts match your personality. I am confident, hardworking, and loyal so the font style, type, and color chosen were what fit me best. I also learned the importance of having copies of cover letters and resumes saved because they always come in handy!

PERSONALITY

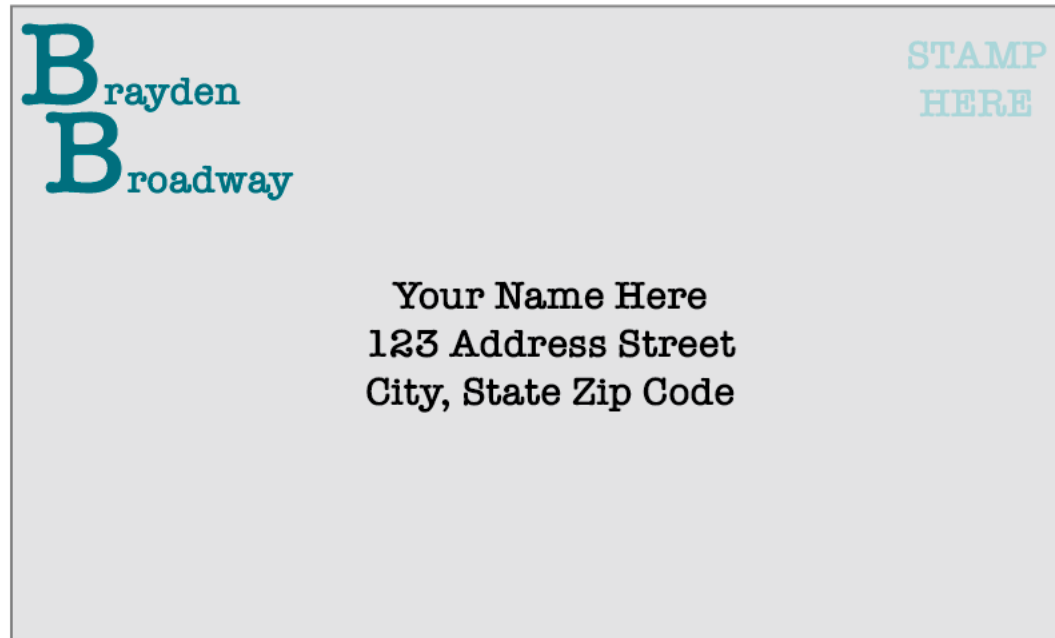
Confident
Hardworking
Loyal

TARGET AUDIENCE

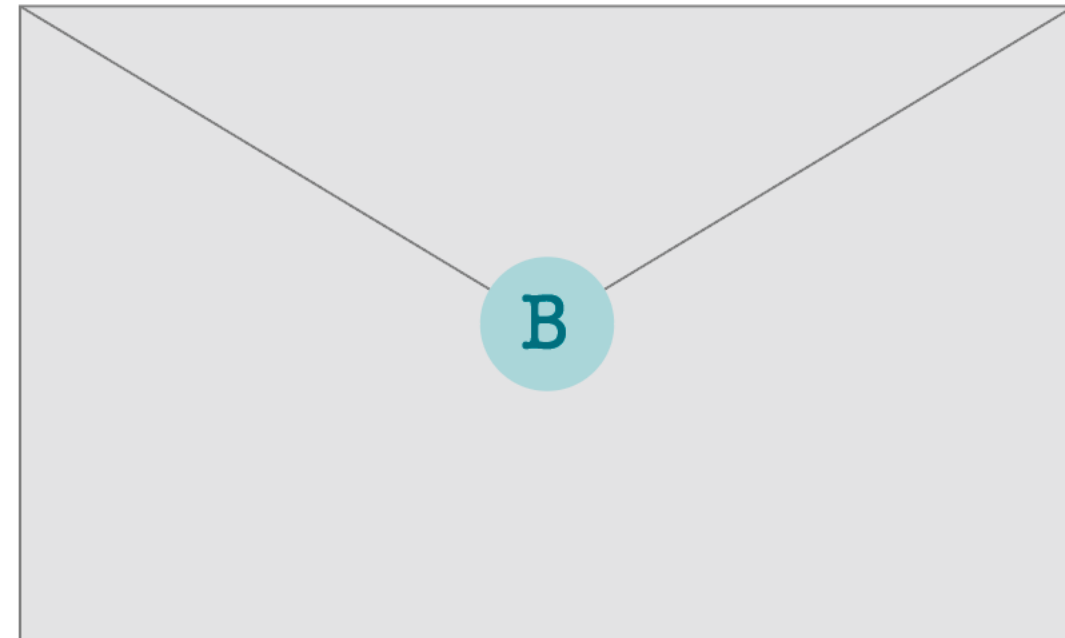
The audience that I have in mind while designing my brand suite is not only my professor and peers, but also future employers.

B rayden

B roadway



Front



Back

Brayden 
Broadway 

Brayden 
Broadway

(704) 999 - 9128
broadwaybrayden@gmail.com
bmb0102@auburn.edu



October 10, 2023
 Mr. Brooks Luquire, CEO
 1515 Mockingbird Lane
 Suite 7152
 Charlotte, NC 28209

Dear Mr. Luquire,
 I am writing to express my interest in the public relations internship opportunity at Luquire. After finding the internship on LinkedIn and learning more about Luquire and the company's mission, I knew I wanted to apply. As a junior majoring in public relations, I am interested in learning more about the position and sharing with Luquire what I can bring to the company.

I have taken several communications and public relations classes that have prepared me for this position. For example, in my strategic communications class, I worked on a semester-long group project that followed the "8-Step Strategic Communications Matrix," which taught me what it would look like to plan an effective campaign. Another example is the final project submitted for my multimedia writing for public relations class. The task was to visit a business in the Auburn area and create a blog post, pitch a story on the company to relevant journalists, create three social media posts, and write a press release for the company. I take pride in these two projects because they have given me a glimpse of what's to come in my future in public relations.

Through taking these classes, holding leadership positions, and being involved on campus, I have learned many skills that I will carry with me throughout my life. I have a strong work ethic that constantly pushes me to want to improve my skills and learn more. I can also manage my time well while also being able to communicate with team members. These qualities lead me to believe that I am the best fit for this internship and what it could teach me.

I strive to pursue a career in public relations, and this internship will help me gain the experience to do so while also networking within the field. I appreciate you taking the time to consider my application. Attached you will find my resume and work samples that qualify me for this position. I look forward to hearing more about this opportunity. You can easily reach me at the email and phone number listed above.

Thank you again for your consideration,
Brayden Broadway
 Brayden Broadway



broadwaybrayden@gmail.com bmb0102@auburn.edu (704) 999-9128

Education

Auburn University Auburn, AL
 Bachelor of Arts in Public Relations Communications May 2025
 Major GPA: 3.78

Leadership

Zeta Tau Alpha Auburn, AL
 President November 2023 - Present

- * Lead a diverse group of 325 young women by fostering a positive and inclusive environment
- * Delegate responsibilities and tasks to 11 executive council officers
- * Oversee chapter operations to ensure alignment with the sorority's mission, values, and goals while creating a shared sense of purpose among members
- * Maintain accurate records of chapter events and activities to report back to ZTA Nationals
- * Serve as a spokeswoman and representative to the University staff, alumnae, and Panhellenic

Vice President of Philanthropy and Service October 2022 - November 2023

- * Led a group of 325 women in raising \$121,000 by holding fundraising events in the Auburn community
- * Created and planned a new philanthropy event which raised \$21,000 to benefit Breast Cancer Education and Awareness
- * Delegated tasks to volunteers to ensure successful philanthropy event planning
- * Maintained organization when planning events and communicating with donors, volunteers, and sponsors by keeping a monthly calendar to list meetings and tasks
- * Attend weekly meetings to connect with the organization's executive council

Think Pink Chair October 2021 - October 2022

- * Planned four "Think Pink" ribbon pass-out events to spread awareness for the one in eight women who will be diagnosed with breast cancer in their life
- * Collected supplies from the Auburn community to build goodie bags for cancer patients at the Spencer Cancer Center in Opelika, AL
- * Assisted the Vice President of Philanthropy and Service in leading the chapter to raise over \$20,000 at the 2022 fall philanthropy event, Cookout for a Cure

Campus Involvement

Public Relations Student Society of America Auburn, AL
 Active Member August 2022 - Present

- * Attend bi-weekly meetings and serve as an insightful member to gain knowledge on different aspects of the public relations industry
- * Network with other active members and well-known industry guest speakers inside and outside of bi-weekly meetings

High School Leadership Conference Auburn, AL
 Counselor Novemeber 2022 - February 2024

- * Attend weekly leadership trainings that provide insight into specific character traits and how those traits affect leadership styles
- * Counseled a group of 12 to 15 high school students on the day of the conference in leadership workshops and personality tests to help them become future leaders in their communities

Brayden 
Broadway

C: 100
M: 27
Y: 0
K: 44

C: 29
M: 11
Y: 0
K: 5

C: 0
M: 0
Y: 0
K: 25

AMERICAN

TYPEWRITER SEMIBOLD