



Xavier Element

STUDENT-LED, STUDENT-RUN DIGITAL MARKETING AGENCY
& STUDENT CONSULTANCY



MEET OUR STUDENT LEAD TEAM



Kyla McWhorter
President

JUNIOR, MARKETING,
BUSINESS ANALYTICS, &
POLITICAL ECONOMY

HOMETOWN: FAIRFIELD, OH

YEARS WITH ELEMENT: 2



Keith Miller
Marketing Lead

JUNIOR, MARKETING &
MANAGEMENT

HOMETOWN: FAIRFIELD, OH

YEARS WITH ELEMENT: 1.5



Nadia Namyar
Creative Lead

SOPHOMORE, GRAPHIC
DESIGN & D.I.F.T.

HOMETOWN: PARK HILLS, KY

YEARS WITH ELEMENT: 0.5



Maddie DuMais
Strategist

SOPHOMORE, MARKETING
& POLITICAL ECONOMY

HOMETOWN: MOKENA, IL

YEARS WITH ELEMENT: 1



Tyler Bush
Strategist

SOPHOMORE, MARKETING,
ENTREPRENEURSHIP &
POLITICAL ECONOMY

HOMETOWN: MILFORD, OH

YEARS WITH ELEMENT: 1.5



Kayla Zesaguli
Strategist

JUNIOR, MARKETING &
BUSINESS ANALYTICS

HOMETOWN: BATAVIA, OH

YEARS WITH ELEMENT:
NEW HIRE!



STAFF & FACULTY ADVISORS



Ann Mooney
Advisor & Co-Founder

SEDLER XCEL
EXECUTIVE
DIRECTOR



David Houghton
Faculty Coordinator

MARKETING
PROFFESOR

SOCIAL MEDIA
MARKETING

DIGITAL MEDIA &
ANALYTICS



Jonathan Gibson
Faculty Coordinator

GRAPHIC DESIGN
PROFESSOR

CHAIR OF ART
DEPARTMENT



OUR MISSION AT



Connecting Clients with passionate & driven students who solve business challenges with our unique Gen-Z perspective

STEPS OUR CONSULTANTS TAKE

1

TRAINING

Student consultants complete a series of training modules to get certifications in the latest digital marketing platforms such as: Canva, LinkedIn, Instagram, Facebook, TikTok, Adobe Suite, Google Suite & Analytics, and Meta Business.

2

NON PAYING

Next, consultants will be paired with Xavier internal clients including student offices, organizations, and academic departments to run their social media channels, create blog posts, edit websites, etc.

3

PAYING

Finally, students will be paired with external clients, including companies in the Cincinnati ecosystem, and complete various marketing & consulting projects.



X E THE ELEMENTALS:

STUDENT FRAMEWORK

Creative

Creative students working as digital media consultants. The objective: to assist with creative projects, create visual asset development and organization, and expand the skill set of our consultancy as a whole.

Target Majors:

- Graphic Design, Digital Media, Fine Arts, DIFT, Advertising, etc.

Target Skills:

- Adobe Suite (Illustrator, InDesign, Photoshop, Lightroom, Premiere Pro, Dimension, etc.)
- Website Design (WordPress, SquareSpace, Wix, etc.)
- Additional: Procreate, Canva, and more.

Marketing

Facilitate client relationships with external and internal clients, establish and complete objectives set by clients, and oversee the specific goals and strategy implementation throughout the service period.

Target Majors:

- Marketing, Entrepreneurship, Business Analytics, Sports Marketing, Management, or related majors

Target Skills:

- Background in social media use and/or management.
 - Facebook, Instagram, LinkedIn, TikTok
- Professional and driven to collaborate.



INTRODUCTORY PRICING PER HOUR

CONSULTANT I

MARKETING &
CREATIVE

\$15.50

CONSULTANT II

MARKETING &
CREATIVE

\$18

STRATEGIST

\$20

STUDENT LEADS

\$21

PRESIDENT

\$22

IMMERSION
FEE

\$350





PROJECT BASED PRICING

LOGO AND BRAND
DESIGN

DELIVERABLES
HEX CODES
5 DRAFTS 3 ROUNDS OF EDITS
LOGO
BRAND GUIDE

\$650

\$250

HEAD
SHOTS/BIOGRAPHIES

1-2 HEADSHOTS=\$200
3+ HEADSHOTS=\$175
5-10 HEADSHOTS= \$150
11 OR MORE HEADSHOTS PRICE IS NEGOTIABLE

WEBSITE AUDIT
SOCIAL MEDIA AUDIT

DELIVERABLES:
AUDIT CHECK LIST SHEET THAT GRADES
YOUR WEBSITE OR SOCIALS ON 100 PT
SCALE

\$300

\$350





TIMELINE & DELIVERABLES

1

MEETING

Meet with a Xavier Element student lead and student consultant to identify your objectives & needs.

2

SOW DEVELOPMENT

SOW & Marketing Plan are developed and completed based on the client's needs.

3

CONTRACT

Any addendums and the alignment of objectives take place. Xavier Element contract is reviewed and signed.

4

PLAN

Customized Content Calendar is created & presented for collaboration between Xavier Element and client's primary point of contact.

5

THE WORK

Student Consultants begin specific work based on the established strategy. Regular client/consultant team check-in meetings begin.



2 YEARS OF

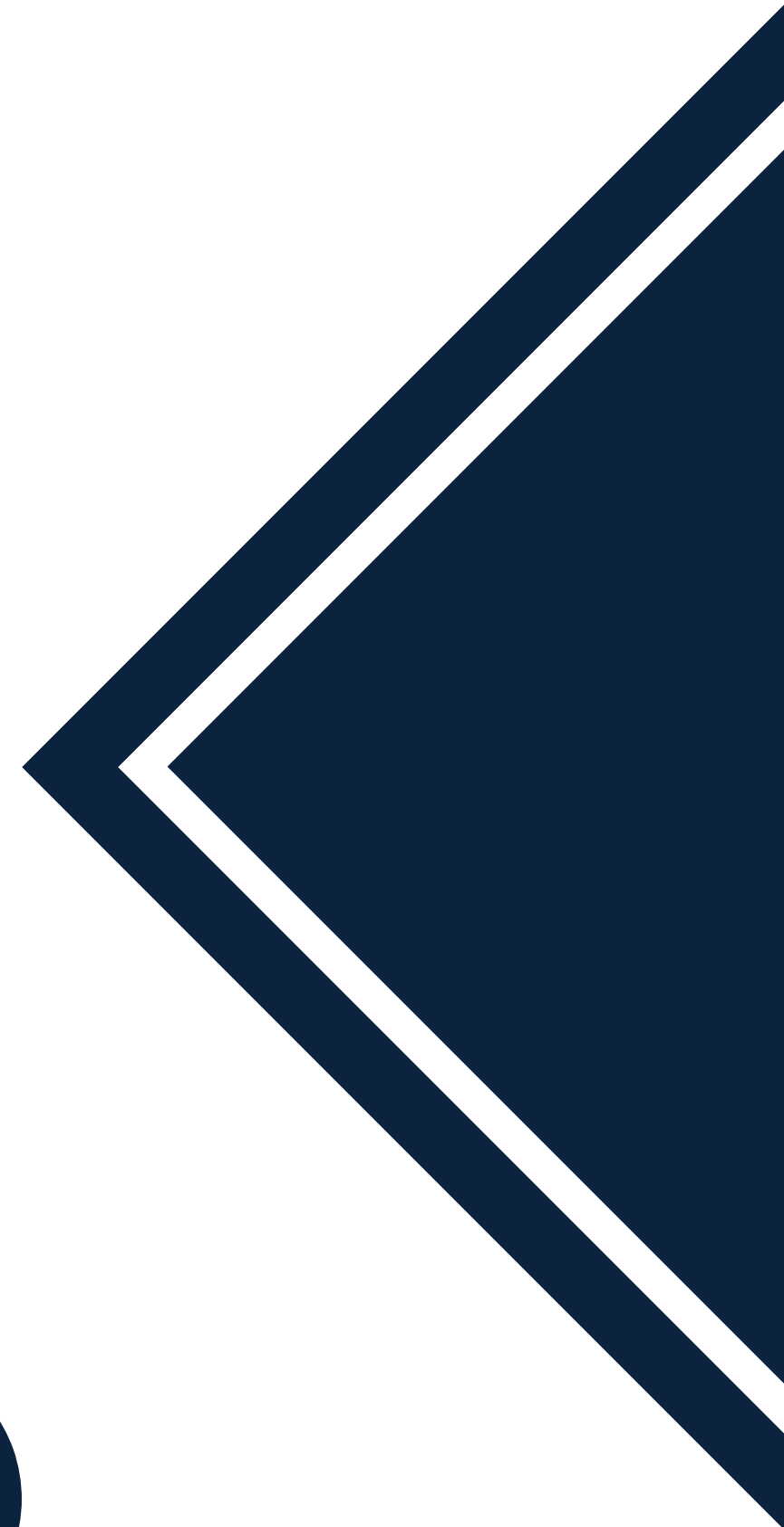
est. January 9th 2023



Xavier Element has paid \$112k+ in student wages!

Since January 2023: We have hired over 68 Student Consultants & had over 60 Different Client Experiences.

We have created new positions such as copywriting, analytics, strategist, and internal marketing lead





CURRENT

Xxavier
Element

STATS

EXTERNAL CLIENTS

8

INTERNAL CLIENTS

9

STUDENT CONSULTANTS

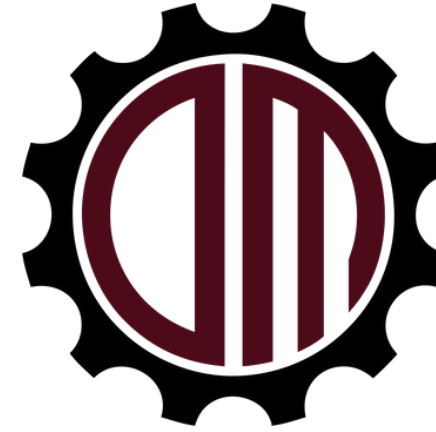
44

X
EI

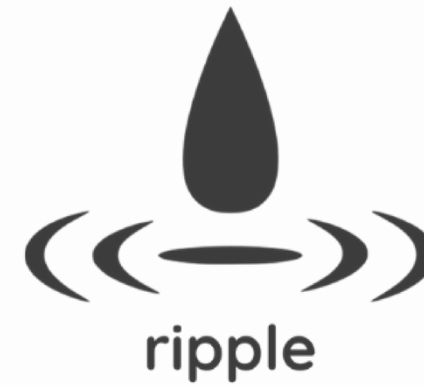
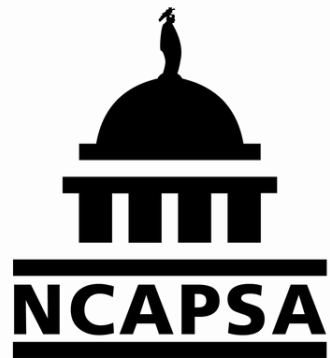
NOTABLE CLIENTS

BB+X

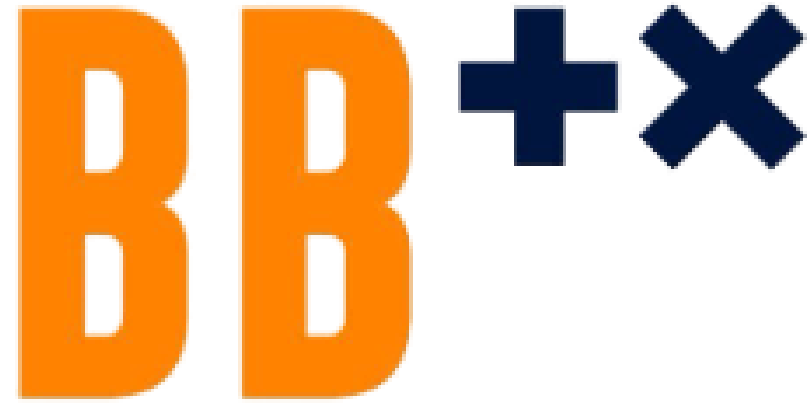
HUNNA
SHIRTS



STALL
LEGAL



CONEYHEAD



Marketing

Graphics

Videography

Content Creation

Social Media Management

Mural Design & Painting

Current Client

COME SUPPORT YOUR DORM
FEBRUARY 17th - MARCH 7th

KULHMAN KLASSIC <small>BASE: ISLANDER TOPPINGS: GRANOLA, PEANUT BUTTER, HONEY, STRAWBERRIES</small>	HUSBERRY BLAST <small>BASE: ISLANDER TOPPINGS: STRAWBERRIES, BLUEBERRIES, BANANA, GRANOLA, HONEY</small>	BROCK YOUR WORLD <small>BASE: ORGANIC ACAI TOPPINGS: GRANOLA, STRAWBERRIES, BANANA, HONEY, CINNAMON</small>
THE BANGER BUSSDOWN <small>BASE: BLUE NECTAR TOPPINGS: STRAWBERRIES, ALMOND BUTTER, GRANOLA, HONEY</small>	X GONNA GIVE IT TO YA <small>BASE: BLUE NECTAR TOPPINGS: BLUEBERRIES, BANANA, SHREDDED COCONUT</small>	DANA'S DELIGHT <small>BASE: ORGANIC ACAI TOPPINGS: STRAWBERRIES, BANANAS, GRANOLA, PEANUT BUTTER, GOOD GOOD CHOCOLATE SPREAD, HONEY</small>

ORDER YOUR FAVORITE BOWL IN STORE

BB+X betterblendxavier



BLENDS OF THE WEEK

PINEAPPLE DOLE WHIP

A heap of pineapples blended to a light, fluffy consistency.

CINNAMON TOAST CEREAL

this tastes like the real thing, without the guilt

BB+X



Product Photography

Web Design

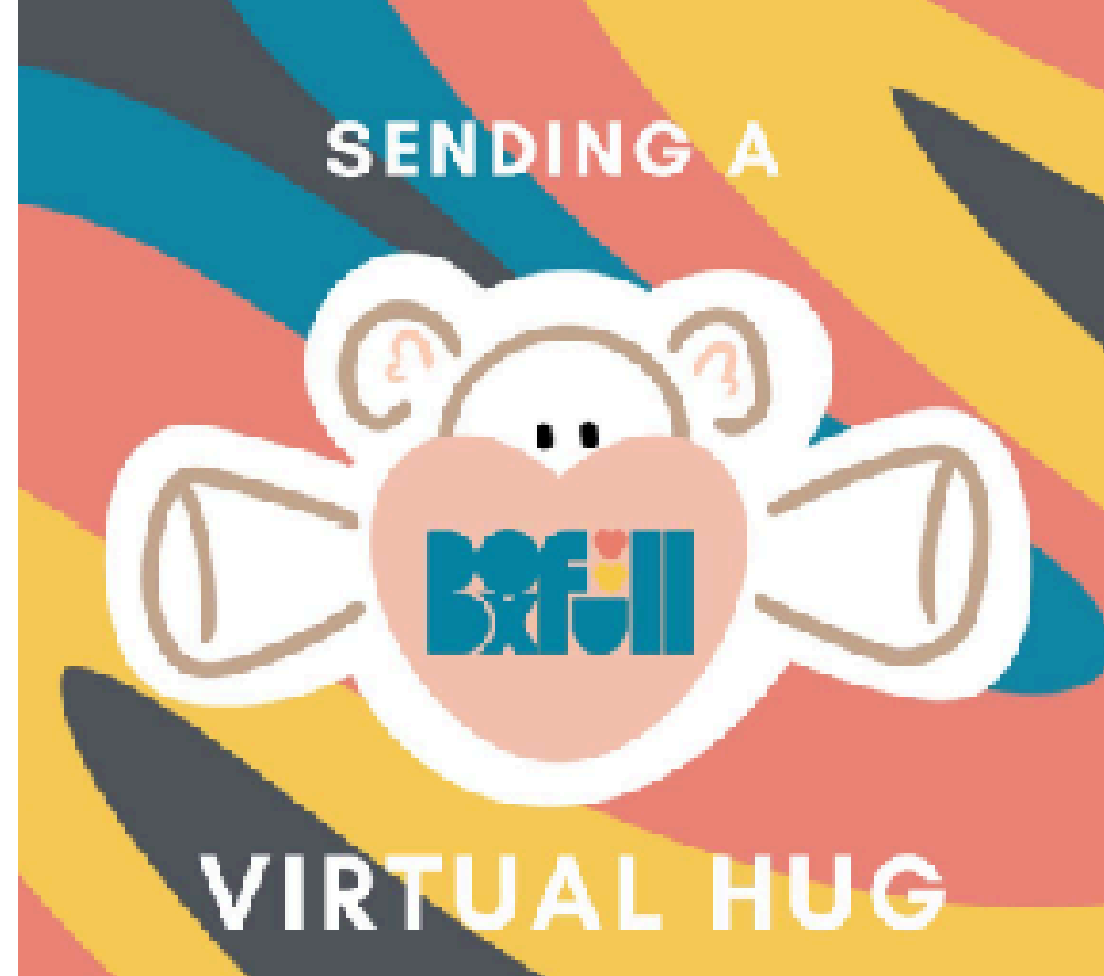
Graphics

Email Marketing

Packaging Development

Social Media Management

Past Client



“

"This was a memorial gift for my niece who very recently lost her son to a brain aneurysm. My sister has told me that she hasn't put it down since it arrived. She even carries it in to the bathroom with her. I'm sure this adorable bear is bringing my niece some much needed comfort during this sad time."

★★★★★

Etsy Review
January 2024

X
EI

watr

we are the ripple

Photography

Videography

Web Design

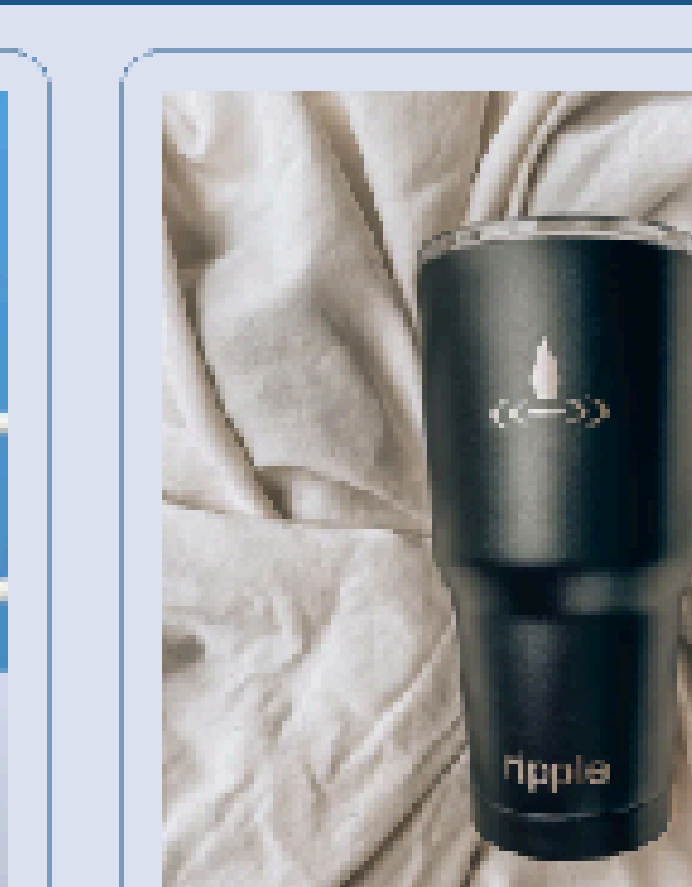
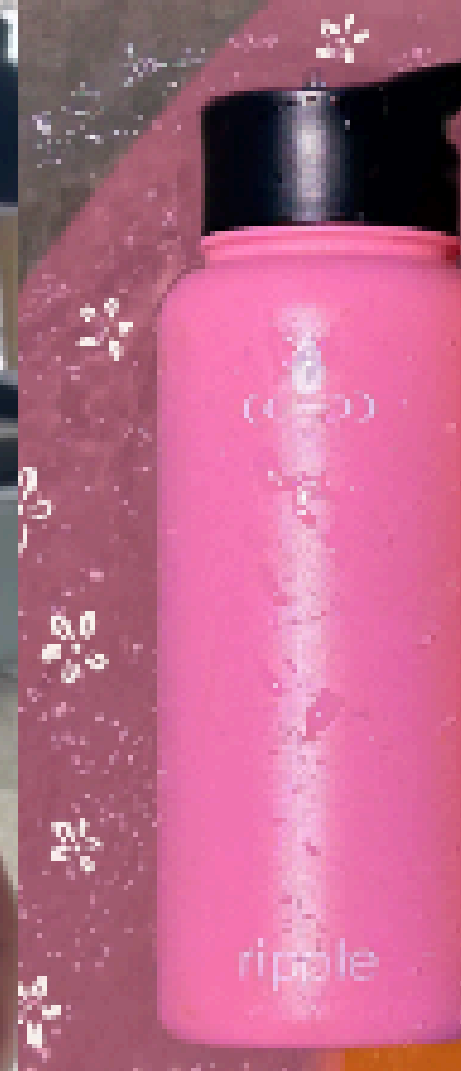
Digital Graphics, 3D Mockups,
and Vector Files for Engraving

Email Marketing

Packaging Development

Social Media Management

Past Client





HUNNA

S H I R T S

Graphics

Social Media Management

Content Creation

Business Development

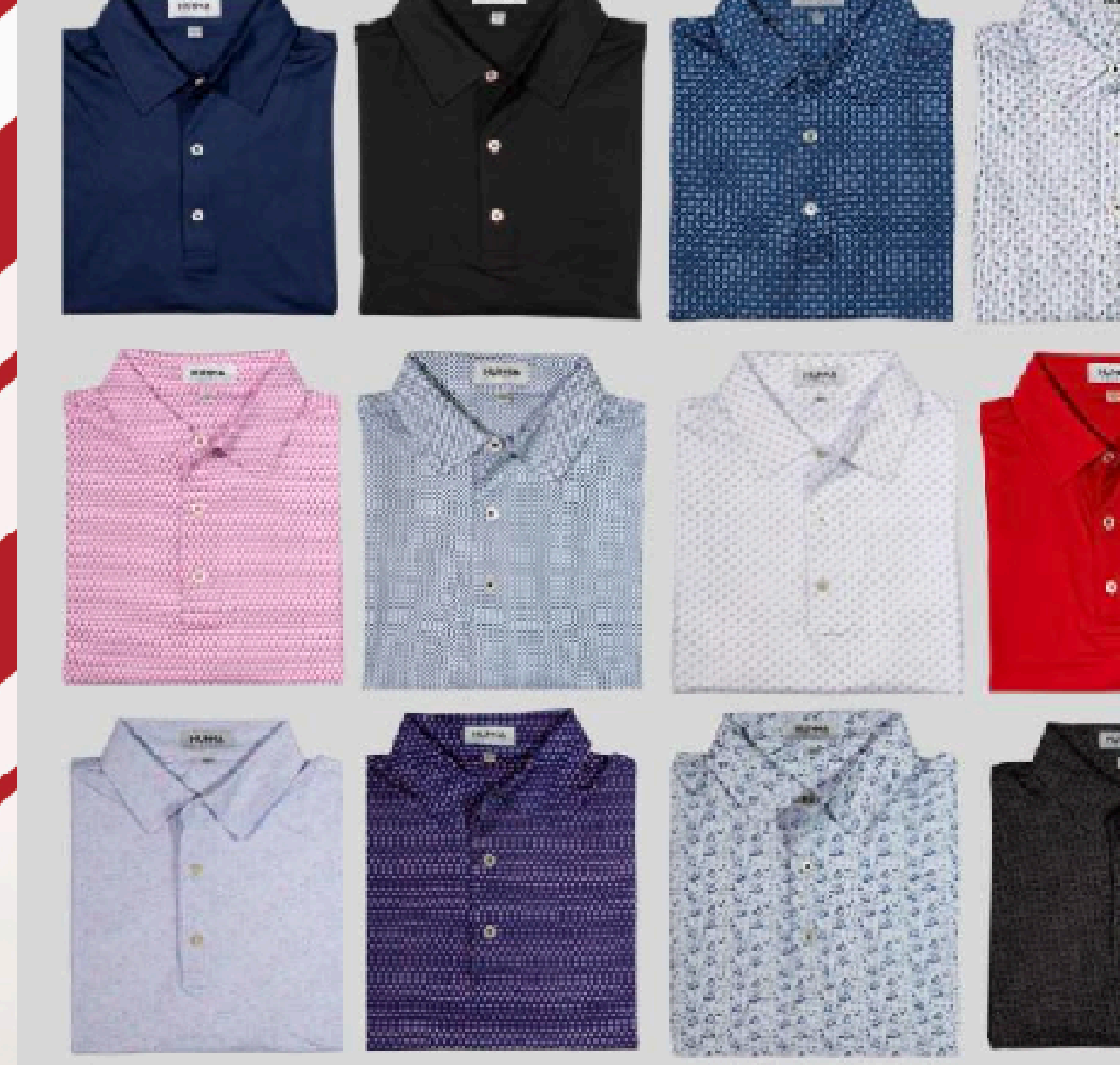
SEO

E-Commerce

Paid Advertising (Meta Ads)

Creative Content

Past Client





CONTACT US

KYLA MCWHORTER: (513) 630-3400
KEITH MILLER: (513) 802-0928
NADIA NAMYAR: (859) 468-9104
ANN MOONEY: (513) 885-6666

MADDIE DUMAIS: (708) 724-6813
TYLER BUSH: (513) 833-5751
KAYLA ZESAGULI: (970) 309- 6132



element@xavier.edu



www.xavier.edu/sedler-family-center-for-experiential-learning/digital-marketing-agency/index



Sedler Center for Experiential Learning |
Xavier University, Smith Hall G14

