

A man with short brown hair and a beard, wearing a light blue button-down shirt under a black vest and grey trousers, is sitting on a wooden stool. He is smiling and looking directly at the camera. His hands are clasped together on the top of the stool. The background is a solid black color.

# PORTFOLIO

JOHN FRIEDRICH

A VISUAL STORY



# INTRO + TABLE

*"I'm a tireless professional with years of specialized experience in marketing and strategy. From custom digital brands to the strategies that grow them, a "Director Of Digital" title has and continues to express my talents best."*

SOCIAL MEDIA

BRANDING

MEDIA CONTENT

CONTENT STRATEGY

COMMUNICATION

WEBSITES

APP DEVELOPMENT

BUS. PROCESS MGT

TEAM MANAGEMENT

ORGANIZATION

VOLUNTEERISM

CONCLUSION



## Managed Socials – @sluggerpeoria – Organic Growth

### Facebook

Target Demo Platform  
*(Most Engagement)*

Following (2017)  
5,000 +

Following (2025)  
15,000 +

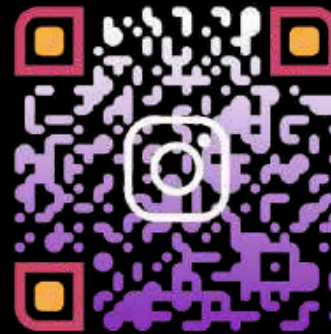


### Instagram

Growth Platform  
*(Highest Growth Potential)*

Following (2017)  
300 +

Following (2025)  
4,000 +



### X (Twitter)

Exposure Platform  
*(Greatest Diversity)*

Following (2017)  
600 +

Following (2025)  
3,100 +

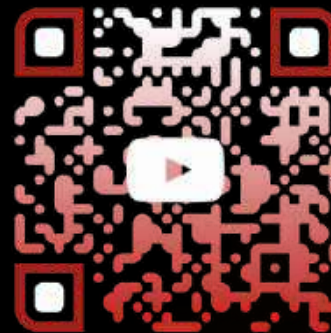


### YouTube

Showcase Platform  
*(Underutilized)*

Following (2017)  
10 +

Following (2025)  
100 +



*\*All platforms grown 100% organically, in-house (No budget requested)*

*\*Detailed, year-to-year social impact data, provided upon request*

*\*2020 impact not recorded (2020 social campaigns suspended by ownership)*

**Not Listed,  
But Managed:**





## Brand Positioning – @sluggerpeoria – Logo Variations

### I Primary



**Full Color**  
(Highest Use Cases)

- Website representation
- Official watermark
- Promotional standard
- Designated brand cover

(2015–present)

### II Secondary



**White Stencil**  
(Most Digital Use Cases)

- Social representation
- Digital watermark
- Merchandising default
- Secondary site default

(2017–present)

### III Tertiary



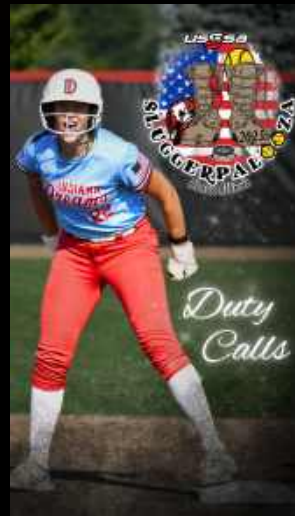
**Black Stencil**  
(Most Document Use Cases)

- Current social default
- Document standard
- Merchandising secondary

(2018–  
present)

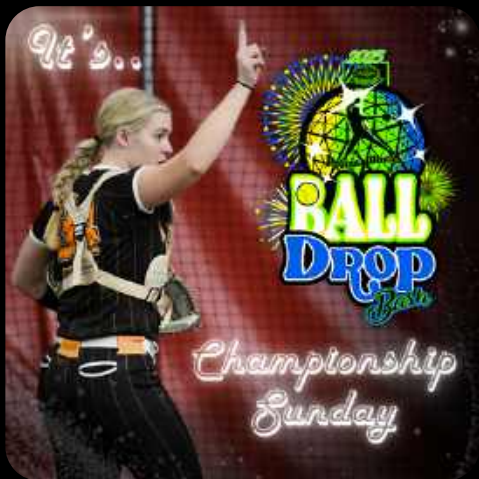


## Digital Content – @sluggerpeoria – Media Examples



### All Digital Media

- High contrast content
- Bold imagery focus
- Clear brand positioning
- Multi-device formatting
- Static + motion graphics



### Platform Uses



## Content Stratagem - @sluggerpeoria - Full Scope

### PLATFORM STRATEGY (Content Cycling)



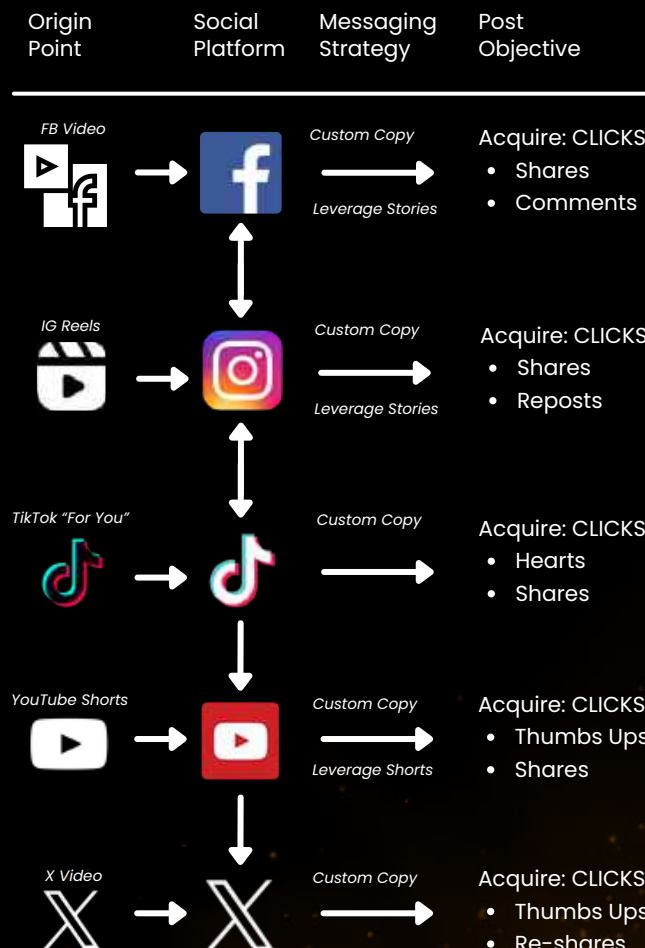
- Enables social "double-dipping"
  - Media content interlinked between platforms
  - Copy content **UNIQUE** to each new platform
- Strengthens following & quality exposure
  - Following has increased share opportunities
  - Prioritized by fan base, performance increases

### DATA CAPTURE (Funnel Management)



- Content recycling funnels engagement
  - Funneled to collection point (website/CRM)
  - Platform collection tools utilized (plug-ins)
- Funnel repurposed for monetization
  - Allows fans to easily receive monetized content
  - Data is leveraged - custom content is issued

### STRATEGY EXECUTION Ex: (Front-end Video)



### STRATEGY EXECUTION Ex: (Back-end Video)



1. Post objective(s) are defined prior to launch
2. Media is scheduled + premiered in unison
3. Data collected + metrics gauged in real-time
4. Social monitoring conducted to assess trends
5. Posts edited, realigning with new engagement
6. Platforms reengage fans to enhance traffic
7. Engaged fans retargeted via exclusive content
8. Fans begin to tell the brand story

\*Staff works in parallel to monetizing group

\*Monetizing group supports distribution platforms

\*Data shared between partner / department(s)





## Communication – @sluggerpeoria – Full Scope



### MailChimp EMS

- Created, distributed, & managed all EMS components
- Developed, tested, & placed all EMS copy
- Launched multiple campaigns per quarter
- Integrated marketplace links for DTC purchases
- A/B tested audiences for improved ROI
- Optimized open rate through mobile-first design
- Organically grew audience to 20K+ subscribers

### Internal Communication



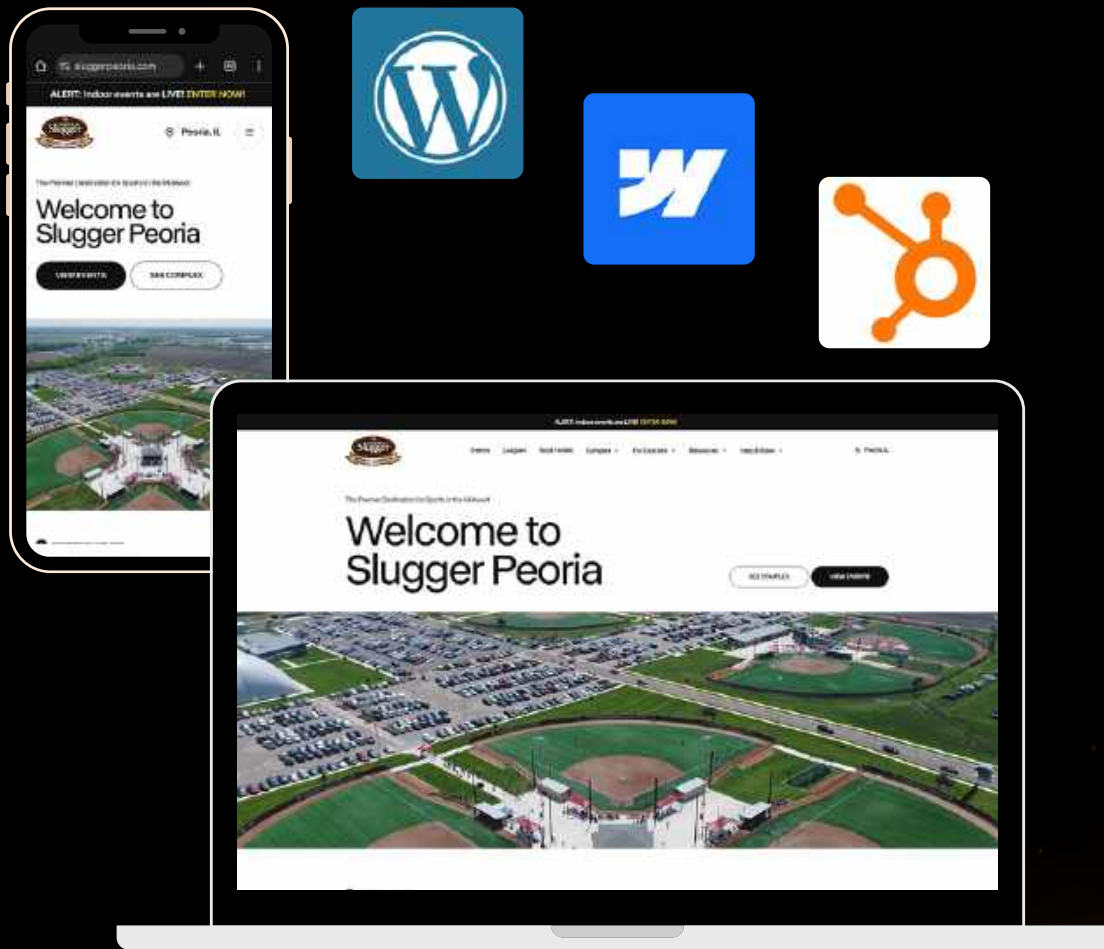
- Introduced Slack as communication extension for in-office staff
- Managed account and staff platform communication



- Introduced a broadcasting system for internal staff
- Managed messaging over broadcasts
- Provided technical support around broadcasts



## Websites – @sluggerpeoria – Redesigns + CMS Dash



### Website Direction

- Oversaw two (2) website redesigns
  - Directed recreation and set objectives
  - Outlined outward facing look and theme
  - Charted customer sales funnel
  - Chose CMS platform for management
  - Recommended tools for servicing

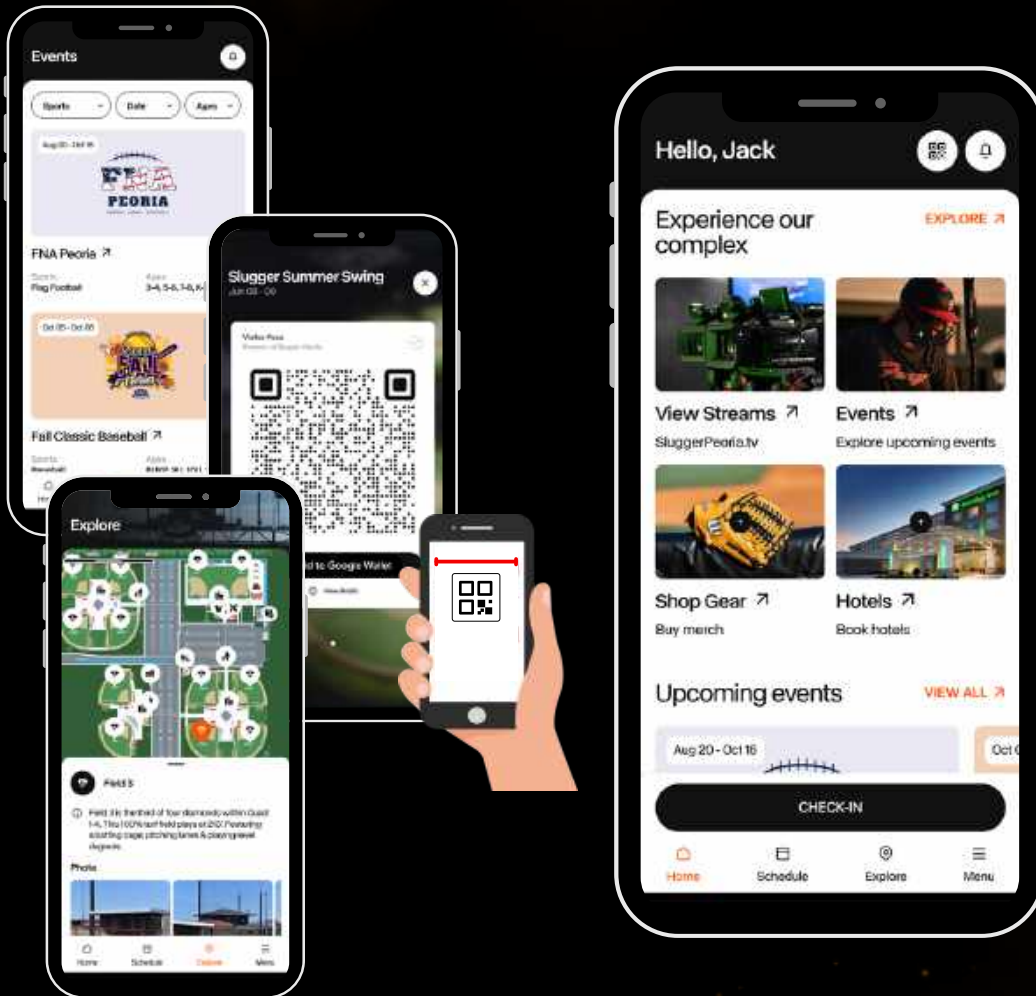
### Management + Dash

- Managed website + CMS platform
  - Directed the creation of a custom dash
  - Managed upkeep and maintenance
  - Provided visuals and content
  - Executed postings and changes
  - Linked services for add-on uses





## App Dev – @sluggerpeoria – Direction + Oversight



### Mobile App Direction

- **Oversaw 12-month custom build-out**
  - *Defined objectives for the application*
  - *Outlined necessary customer features*
  - *Charted end-user flows*
  - *Advised on custom dash creation*
  - *Connected physical / digital infrastructure*
  - *A/B tested user features*
  - *Conducted all staff training*
  - *Cataloged additional features for future development and app updates*



## B.P.M. – @sluggerpeoria – Leveraged Tools



- Introduced Sonos audio software and hardware
- Solved outdoor PA communication workflow
- Saved \$200K by introducing Sonos alternative



- Expanded Dropbox storage software usage
- Leaned into cloud storage for essential assets
- Recovered expenses by utilizing cloud storage



- Introduced Bitly link tracking software
- Resolved CTA data unknown company wide
- Standardized tracking for products/goods



- Implemented Figma software
- Leveraged storyboards for digital infrastructure
- Expanded upon collaboration features for staff



- Introduced JotForm software
- Created early sales foundation via forms
- Standardized data collection workflows



- Amplified MailChimp EMS software
- Leveraged audience lists for mass communication
- Leaned into data analysis for custom emails



- Expanded Square software usage
- Implemented Square POS, Retail, & Restaurants
- Bridged hardware / software for expanded ROI



- Introduced Canva design software
- Utilized quick creation for design delivery
- Used in conjunction with Creative Cloud



## Team Management – @sluggerpeoria – Staff + Interns

### Goals + Expectations

- Individual meetings conducted with staff of both a formal and informal nature.
- Goals + expectations are defined by both parties.
- Steps to achieving goals + expectations are discussed as well as outlined.

### Work Delegation

- Tasks are divided up by skills of each staff member with consideration.
- Project tasks are developed as needed in correspondence with demand.

### Team Supervision

- Personal check-ins on individual staff members are conducted as needed.
- Close supervision performed only as a result of output concerns.
- Staff is encouraged to break for creative and productive ideas for various projects.

### Performance Reviews

- Performance reviews are conducted upon completion of projects or time-based criteria.
- Reviews are conducted by both parties for honest and transparent feedback.





## Organizational Skills – FNA Flag Football – League Admin

### FNA Commissionership

- Developed + facilitated program
  - *Six (6) total league seasons*
  - *Over 100 total teams created*
  - *Over 500 total games played*
  - *Over 1,000 total players competed*
- Directed + oversaw logistics
  - *Marketing, communication, etc*
  - *Orchestrated field setup + layout*
  - *Scheduled practice dates + exhibitions*
  - *Organized staffing, umpires, etc*



## Volunteerism – YPGP Young Professionals – RISE + Board

### RISE SUMMIT (Professional Conference)

- Marketing Chair + Planning
  - *Organized marketing efforts*
  - *Developed promotional material*
  - *Coordinated marketing volunteers*

### Young Professionals (Board Member)

- Professional Development Chair
  - *Organized monthly meetings*
  - *Connected YPs with leadership*
  - *Developed professional workshops*



GREATER  
**RISE**  
SUMMIT





# CONCLUSION



JOHN FRIEDRICH



JohnJackFriedrich@gmail.com



(309) 712-9888

“  
Write the song,  
live the lyrics,  
and always chase  
the crescendo  
”

