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DESIGNED FOR  
SUCCESS, DRIVEN  
BY PURPOSE

# **CREATIVE STRATEGY**

**JACK KISTLER**



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**BRAND NAME**

**JACKK.**

**PURPOSE OF  
CAMPAIGN**

To showcase my skills  
through my brand as to grow  
my audience and position  
myself for long-term growth.

**PURPOSE OF JACKK.**

**To** create innovative and  
refreshing content **so that** others  
can find inspiration whilst  
adapting to the modern marketing  
world.

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**Quality:** Maintaining high standards as to ensure superior results and experiences

**Adaptability:** Remaining flexible and responsive to changes in the market and industry.

**Passion:** Approaching all efforts with enthusiasm and dedication to inspire others.

**Creativity:** Ensuring out-of-the-box thinking and originality.

**Respect:** Valuing the opinions and efforts of all contributions.

**Compassion:** Showing kindness and understanding in all interactions.

**Personal Development:** Investing in communication skills to empower the building of more robust connections.

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## TARGET MARKET

### DEMOGRAPHICS

Age: 40-45  
Gender: Male and Female  
Income: 120,000+  
Education: BA or MBA  
Occupation: Hiring Manager

### PSYCHOGRAPHIC VALUES

Progressive  
Open Minded  
Integrity  
Excellence  
Resiliency

### PSYCHOGRAPHIC ATTITUDES

Ambition  
Financial Security  
Hardworking

### PSYCHOGRAPHIC INTERESTS

Seeking how to bring their  
business to the modern world of  
data logging

### GEOGRAPHICS

Bellingham, WA  
Seattle, WA  
Austin, TX

**TARGET MARKET****LOCATION**

Primarily U.S. based

**INDUSTRY**Cloud sales seeking creative  
lead or position for B2B sales**SIZE**

Large corporation

**USAGE  
RATE**Future employer seeking new  
talent**USAGE  
STATE**Managment systems seeking to  
streamline operations**BENEFITS  
SOUGHT**Creativity, Adaptability,  
Effective Communication





## PROBLEM STATEMENT

**I'm** a cloud sales specialist.

**I'm trying to** find ways to implement SaaS, PaaS, and IaaS into businesses.

**But** it is difficult to find market share and convince those looking to expand their brand outside of their existing services.

**Because** brands and businesses have not seen the full potential of how cloud computing can transform and reshape their field, or are worried of the implications that cloud computing has.

**Which makes me feel** concerned for the willingness of those brands to learn and consider cloud computing.



## **USER STORY**

**As a** cloud sales specialist.

**Like** Amazon Web Services or Oracle.

**Who wants** to assist in building a future dependent on cloud technology.

**So that** I can show the world the benefits of how cloud computing can transform brands and form new roles to assist in the development of outdated businesses.



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## USER JOURNEY

Stages	Seeking cutting edge marketing platform	Establish connection with JACKK.	Seek new ways to succeed as a business
User Goals	Find a way to improve current brand marketing	Garner the success needed for business	Create cutting edge campaigns and find success
User Problem	Lack of confidence in the lack of current success	Understanding potential of a future with JACKK.	Accomplishing a more efficient marketing and management team
User Mindset	Hopeful	Confident	Execution

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## USER JOURNEY

Stages	Seeking cutting edge marketing platform	Establish connection with JACKK.	Seek new ways to succeed as a business
User Emotions	Confusion	Confidence	Fulfilled
Current User Actions	Finding JACKK website portfolio	Understanding what JACKK is capable of producing	Seeing transformation with added assistance
Current Brand Touchpoints	An engaging portfolio that fully demonstrates skillset	Introduction into the potential cloud based systems can offer	Create campaigns that showcase the benefits of cloud based systems

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## **JACKK. MARKETING MIX**

### **PLACE STRATEGY**

Direct to future employers through the means of a portfolio and previous experience.

### **PRICE STRATEGY**

Seeking an initial starting salary is 56,000 through setting myself apart from others by creating a portfolio that showcases my talents.

## **PRODUCT STRATEGY**

A personal brand offering new innovation and creative collaboration targetting B2B sales amongst cloud based buisnesses that is able to utilize their skillset in order to create effcient and memorable sales. JACKK. is able to promote confidence in their businesses future through success and satisfaction for both the buyer and the seller.

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## MKTG MIX FAB PIE

CUSTOMER  
BENEFITS  
SOUGHT

FEATURES

ADVANTAGES

EMOTIONAL  
BENEFITS

Creativity

Through  
innovative  
thinking and  
finding distinctive  
paths to success

Offering new  
solutions and  
unique problem  
solving

Pride  
Trust  
Optimism

Adaptability

Ability to shift  
course and  
conquer when  
facing  
adversity

A quick  
learning cycle  
and confident  
approach

Resilience  
Reassurance

Communication

Inspire team  
and leadership  
effectively

To ensure the  
stability of the  
future

Comfort  
Confidence



## **BRAND VALUE PROPOSITION**

**I help** cloud-based services

**To** convince and acquire brands seeking how the cloud can assist their brand

**By** showing authenticity and innovation through a record that shows creativity, leadership, collaboration, and a readiness to adapt to all requests.

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## POSITIONING STATEMENT

**For** cloud-based businesses.

**Who** needs an understanding of how the cloud can transform their brand.

**JACK K.** is the one and only.

**That** provides exceptional team efforts, promotes collaboration, and shows impactful change to all businesses.

**Unlike** other digital marketers applying themselves towards cloud computing.

**Because** through proven abilities such as overcoming adversity, as shown in his competency in understanding cloud services and receiving feedback from industry leaders, such as Arthur Bailey.



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## MARKETING OBJECTIVES

### MAIN OBJECTIVE

Seek an internship for a cloud computing business by July 24th, 2025  
Seek employment from a cloud computing business by November 25th, 2025

### SECONDARY OBJECTIVE

Grow LinkedIn connections by 30% within next 6 months through active engagement such as posting articles and videos

### THIRD OBJECTIVE

Seek letters of recommendation in preparation for internship or employment by June 25th, 2025, my expected graduation date.

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## COMMUNICATION OBJECTIVES

### AWARENESS

Using online tools and creating a portfolio I will be able to share my journey and unique skillset. Creating a platform that outlines my knowledge accessibly will allow for future employers to establish an early connection with ease.

### KNOWLEDGE

By sharing my accomplishments and skills on LinkedIn I will be able to captivate a larger audience with my abilities and values.

### LIKING

By highlighting what I have learned through my classes, certifications, and experience I will be able to create an emotional connection with my network.

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## BRAND ELEMENTS

### FONTS

**GOTAM  
BOLD  
HEADINGS**

POPPINS  
MEDIUM  
SUBHEADINGS

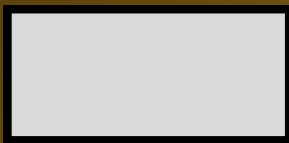
Futura  
Body

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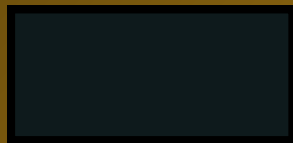
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success, driven  
by purpose

### COLORS



#d7dad7



#0e1a1c



#0792d3



#a97a13

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## BRAND ELEMENTS

### BRAND LOGOS



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### TAGLINE

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### TONE

Inspiring, Clever, Global, Sleek

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BY PURPOSE**FIVE SENSE BRAND  
ASSOCIATION****LOOK**

Cool and calm yet able to be separated from the rest. Dark blues and sharp black edges to grab attention and leave a sense of relaxation.

**SMELL**

Smooth tobacco, freshly ground cinnamon, and crisp winter air. To represent the refreshing take of marketing and evoke feelings of nostalgia.

**SOUND**

The sizzle of a grill, seagulls in the distance, and a crackling fire. These represent the feelings of freedom and comfort.

**TASTE**

A fresh hazy IPA on draft, a medium rare ribeye grilled on charcoal, and a fresh zucchini salad to balance the richness.

**FEEL**

A warm fire in the cold, a leather bound la-z-boy after a long day, and freshly washed sheets after a warm bath.



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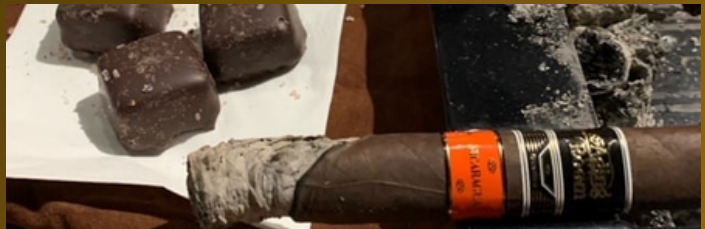
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## FIVE SENSE BRAND ASSOCIATION

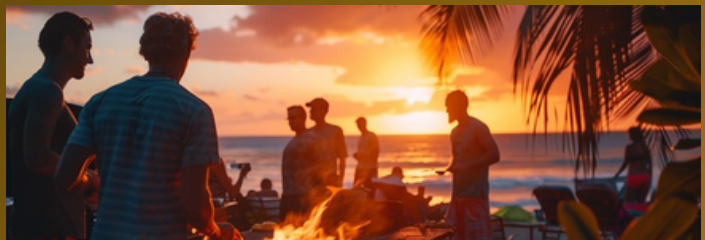
LOOK



SMELL



SOUND



TASTE



FEEL





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## CREATIVE MESSAGE STRATEGY METHOD

### AWARENESS

Promoting and optimizing the SEO of my linkedin page and portfolio will allow for increased awareness, heightening my chances of being contacted by a future employer. This increased awareness will also allow my presence to increase beyond a traditional platform such as LinkedIn and grant greater opportunities in the future.

### KNOWLEDGE

Showcasing skills and accomplishments through LinkedIn and posting articles highlighting my learning. This is able to show how my abilities can align with a potential employer.

### LIKING

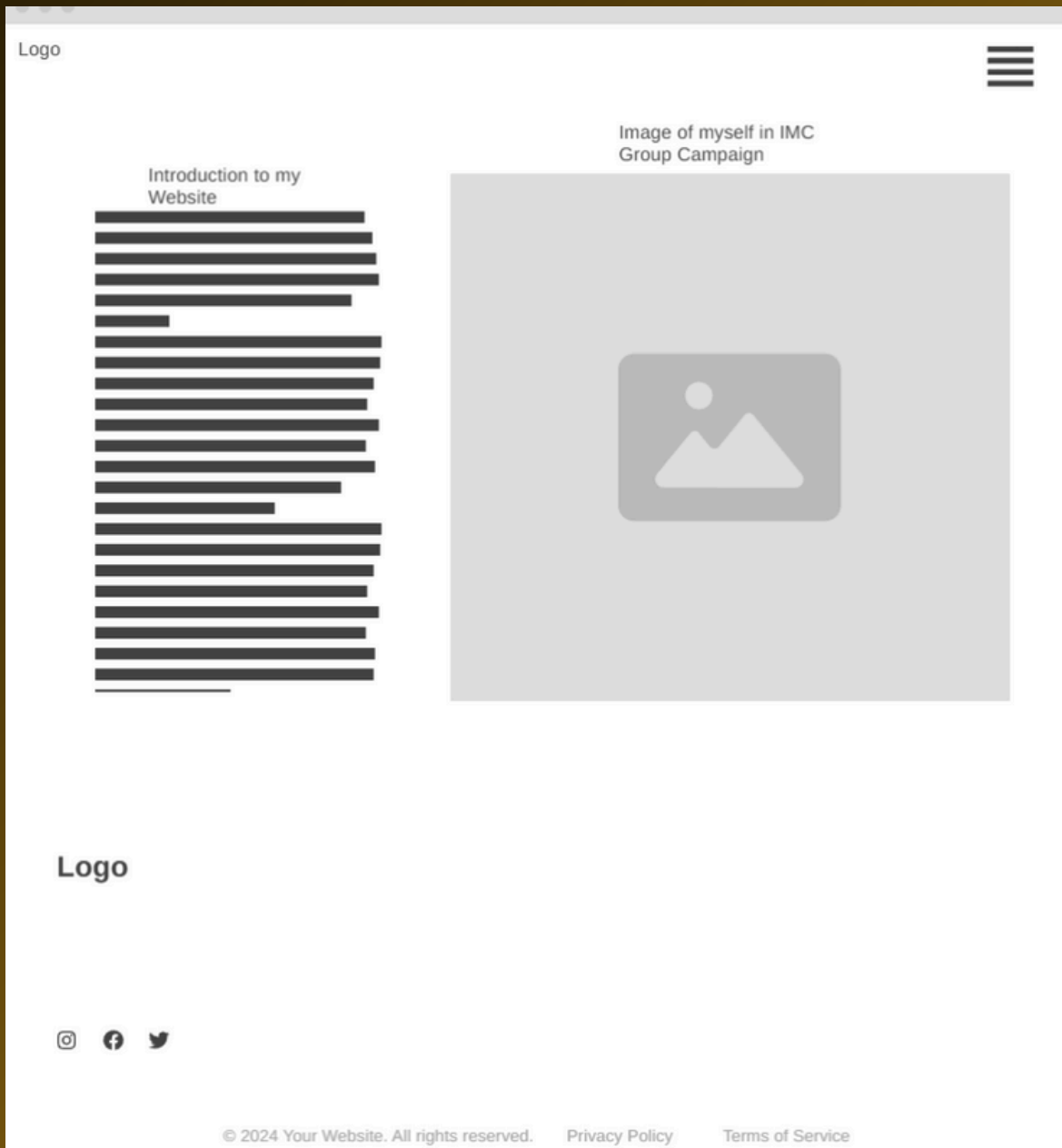
Diving into my personal life and aspirations through endorsements and videos. These will highlight my creativity and adaptability by displaying my abilities and allowing myself to come across as an attractive possible employee

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## SAMPLE EXECUTIONS

### WEBSITE WIREFRAME



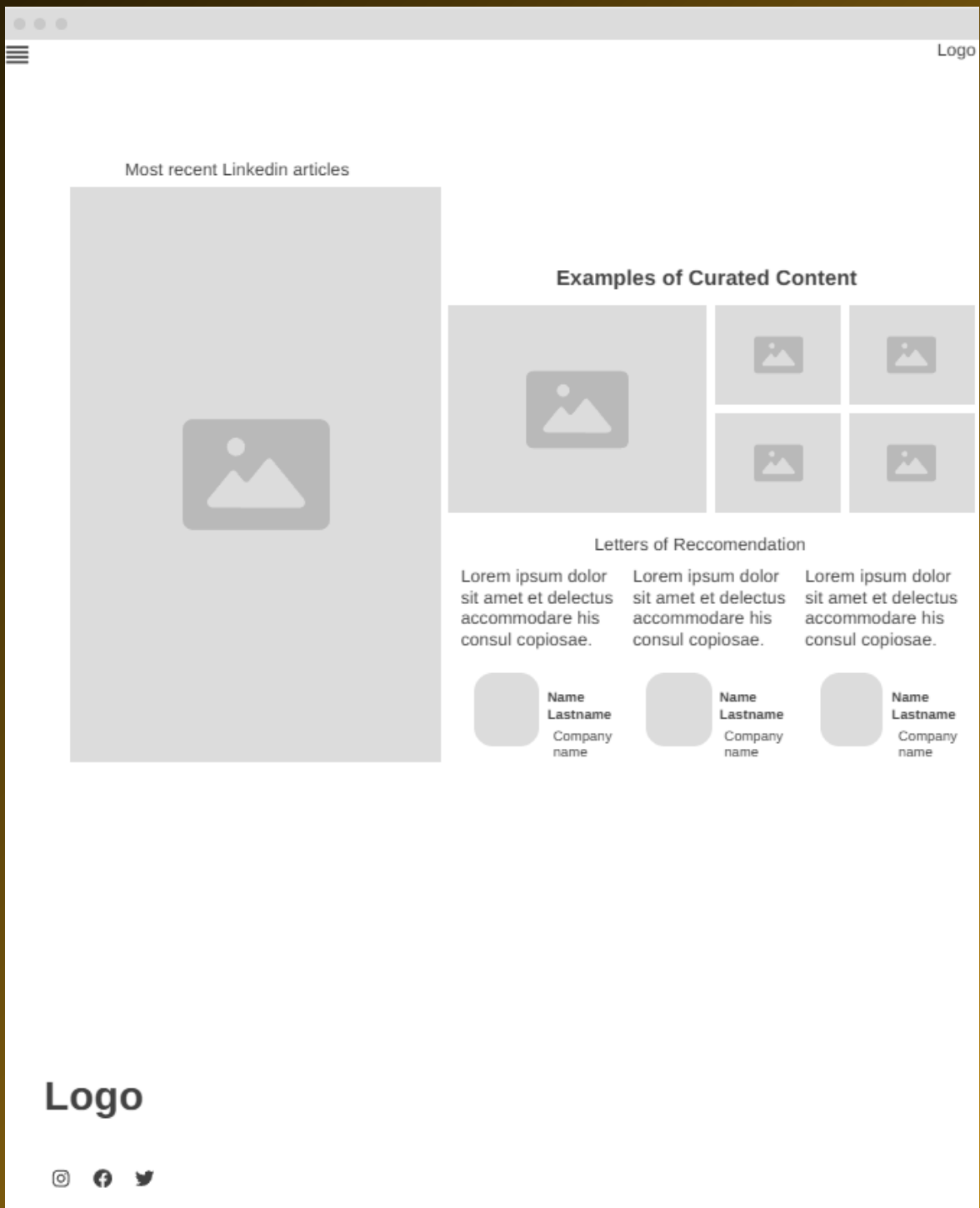
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## SAMPLE EXECUTIONS

### WEBSITE WIREFRAME



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## SAMPLE EXECUTIONS

### PRESS RELEASE WIREFRAME

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Jack Kistler is a gradutaing Marketing Student...



Jack Kistler is a gradutaing Marketing Student...

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## SAMPLE EXECUTIONS

### RESUME

#### Jack Kistler

**jtkistler@gmail.com | 206-747-1206**

**linkedin.com/in/jack-t-kistler**



#### Summary

I am currently devoted to earning a Bachelor's in Marketing with a minor in Communication. I'm focused on my education by currently being a full-time student, attending business seminars, as well as attending and applying myself in a business space with like-minded marketing students.

#### Education

Western Washington University

Bachelor's degree, Marketing

2023 - 2025

#### Washington State University

Bachelor's degree, Marketing

2021 - 2023

#### Licenses & Certifications

Microsoft Excel 2019 - Basic & Advanced - GoSkills.com

Hubspot - Digital Advertising Hubspot - SEO

Skillshop - Google Analytics 4

#### Experience

Server

Buffalo Wild Wings

Apr 2021 - Aug 2022 (1 year 5 months)

#### Skills

Microsoft Power BI • Spanish • HTML • Microsoft Excel • Collaborative Leadership

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**JACKK.**DESIGNED FOR  
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BY PURPOSE**SAMPLE EXECUTIONS****RESUME****JACKK.**DESIGNED FOR  
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206-747-1206

jtkistler@gmail.com



I would like to express my interest in Amazon Web Services. I am a senior at Western Washington University seeking a degree in Business administration with a concentration in Marketing.

It would be an honor to showcase my skillset and strengthen the strongest cloud computing business in the industry.

Sincerely,  
Jack Kistler



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## SAMPLE EXECUTIONS

## VIDEO WIREFRAME

