



## Proposal Response

Agency:

Mississippi Office of the  
State Treasury

**Date of Submission: October 14, 2025**  
**3:00 pm CT**

Description:

RFP # 3120003221 - Communications and Marketing  
Consultants

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Submitted to: Mississippi Office of the State  
Treasury

Address: 501 N. West Street, Suite 1101  
Jackson, MS 39201

Attn: Brandon Moore, Procurement Director

Prepared by: Leap Group Network

Name/Title of Technical Point of Contact:

Michael Noble, Government Business  
Development Manager

Address: 2500 Technology Drive, Louisville, KY  
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Direct: 502-648-5149

Email: govrfpmanager@leapgroupnetwork.com

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## Table of Contents

<b>Cover Letter .....</b>	<b>1</b>
<b>3.1 MINIMUM INFORMATION TO BE INCLUDED IN THE PROPOSAL .....</b>	<b>3</b>
<b>3.3 SUFFICIENCY OF PROPOSAL .....</b>	<b>11</b>
<b>3.4 FEE INFORMATION .....</b>	<b>16</b>
<b>3.5 RESPONDENT'S ORGANIZATION AND CREDENTIALS .....</b>	<b>22</b>
<b>3.6 QUALITY MANAGEMENT PRACTICES .....</b>	<b>38</b>
<b>3.7 PLAN TO IMPLEMENT SCOPE OF SERVICES .....</b>	<b>40</b>
<b>3.8 USE OF SUBCONTRACTORS .....</b>	<b>48</b>
<b>3.9 REGULATORY RESTRICTIONS AND LITIGATION .....</b>	<b>48</b>

## Cover Letter

October 14, 2025

Mississippi Office of the State Treasurer  
Attn: Brandon Moore, Procurement Director  
501 N. West Street, Suite 1101  
Jackson, MS 39201

### **RE: Proposal for Marketing and Communications Services – Mississippi Office of the State Treasurer**

Dear Brandon Moore,

On behalf of Leap Group, I am pleased to submit this proposal in response to the Mississippi Office of the State Treasurer's (OST) Request for Proposals for Marketing and Communications Services. This proposal has been prepared in full accordance with all provisions of the RFP, and we affirm our understanding and compliance with the stated requirements.

For more than 25 years, Leap Group has partnered with municipalities, state agencies, and civic organizations to inform, engage, and empower the public through strategic, evidence-based communications. Our integrated team combines deep expertise in brand development, multimedia storytelling, media strategy, and behavioral research, focused on driving measurable awareness and participation in programs that directly improve citizens' lives.

We understand the vital role of the Mississippi State Treasurer's Office: stewarding financial resources on behalf of Mississippians while helping families plan for their future through programs like MPACT and MACS, reuniting citizens with lost assets through Unclaimed Property, and advancing financial literacy statewide through initiatives like Get A Life and Smart Financial Choices. These programs are built on trust, and that trust begins with clear, accessible communication.

At Leap Group, our guiding philosophy is simple: **Market Less. Matter More.** We believe marketing should not add more noise, but relevance and meaning. For OST, this means telling the real stories of Mississippians, families investing in their children's education, teachers guiding students toward financial confidence, and residents reclaiming unclaimed funds that make a tangible difference in their lives. Our work will connect these human moments with OST's mission of financial empowerment and public stewardship.

Leap Group is a full-service, independent marketing organization composed of four collaborating agencies:

- **(matter):** brand and creative strategy
- **(spark):** content production and multimedia storytelling
- **(amp):** data-driven media and digital engagement

- **(human)x:** research, analytics, and behavioral insights

Together, we offer OST a seamless, **fully in-house team** capable of managing every stage of communication—from strategic planning and creative development to media placement, community outreach, and performance reporting. Our experience supporting other statewide and municipal initiatives, including the **State of Kansas Department of Administration**, **City of Fort Worth Environmental Services**, and **City of Mason, Ohio**, demonstrates our ability to deliver high-impact campaigns that are accountable, accessible, and deeply aligned with public-sector goals.

We are enthusiastic about the opportunity to support OST's mission and elevate the visibility of its programs across Mississippi. On behalf of our entire team, thank you for your consideration. We look forward to the opportunity to partner with OST in helping Mississippians reclaim what's theirs, invest in what matters, and build a stronger financial future—together.

leap group

MICHAEL NOBLE

Government Business Development Manager



502-648-5149



502-212-1391



govrfomanager@leapgroupnetwork.com

### 3.1 MINIMUM INFORMATION TO BE INCLUDED IN THE PROPOSAL

***A. The name of the consultant and all principals, the location of the consultant's primary place of business and, if different, the place of performance of the proposed contract;***

#### Company Overview

Leap Group is a network of four specialized agencies operating as a single, integrated collective:

- **(matter)** provides branding, design, and creative systems.
- **(spark)** produces compelling video and content rooted in authentic storytelling.
- **(amp)** delivers targeted media, search, and digital outreach strategies.
- **(human)x** leads analytics, measurement, and insight generation.

These agencies collaborate rather than compete, with more than 150 professionals headquartered in Louisville, Kentucky, and additional offices in Chicago, Cincinnati, and Indianapolis. Together, they bring expertise in strategy, design, media, content, and analytics to deliver integrated, outcome-focused campaigns for municipalities, nonprofits, and civic organizations. Founded in 1999 by Daniel Knapp and Alan Gilleo, Leap Group began with a simple idea: **marketing should matter to people.**

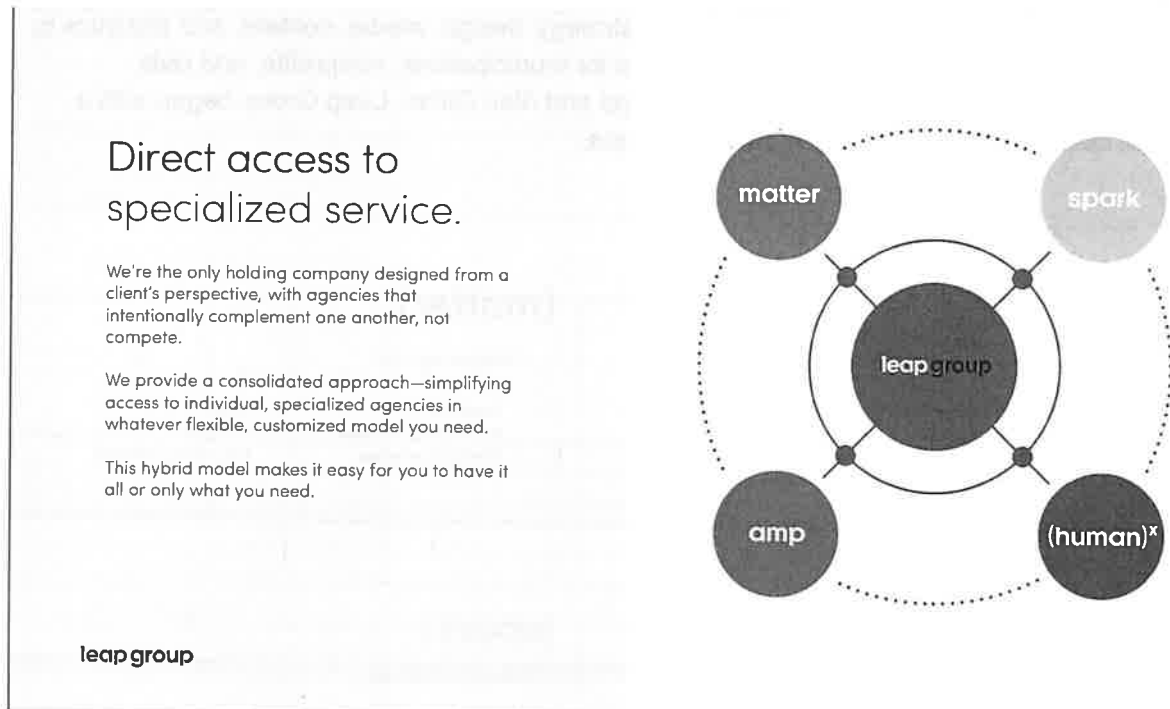


Over the past 25 years, we've grown into a 150+ person collective with a national client base, but our focus has never changed. We exist to help organizations stay relevant by creating authentic connections that drive real impact in their communities. Our longevity reflects not just stability and financial strength, but our ability to adapt as people, technology, and media evolve, to ensure our clients' stories always meet people where they are.

Leap Group operates as an independent, multi-agency collective led by Co-Owners and CEOs Daniel Knapp and Alan Gilleo, supported by Presidents overseeing Media & Search (Ryan Smith), Production (Ember Marr), Creative (Kenny Friedman), and Insights & Growth (Laura Valentine), and functional leads across Creative, Client Services, Data, and Integrated Marketing.

## Place of Performance

Leap Group will perform work from our primary office in Louisville, Kentucky, with additional support from our offices in Cincinnati, Chicago, and Indianapolis.



## ***B. The age of the consultant's business and average number of employees over a previous period of time, as specified in the Request for Proposal;***

**Age of Business:** Leap Group was founded in 1999 and has operated continuously for 25 years.

**Average Number of Employees:** Across its collective agencies, (spark), (matter), (amp), and

(human)x, Leap Group employs approximately 150 full-time team members spanning strategy, creative, content, media, data, web development, and production disciplines.

***C. The abilities, qualifications, and experience of all persons who would be assigned to provide the required services;***

**Key Personnel Assigned to Project**

<b>Name</b>	<b>Title/Role</b>	<b>Responsibilities</b>	<b>Length of Service</b>
<b>Walter Harris</b>	Director of Client Services / Project Oversight	Assigns and supervises Project Manager; ensures client satisfaction, delivery excellence, and cross-team collaboration.	15+ years
<b>Ember Marr</b>	President (spark), Producer	Provides executive oversight, aligns project vision with client goals, and ensures high-quality production execution.	20+ years
<b>Kenny Friedman</b>	VP, Executive Creative Director (matter)	Leads creative direction, oversees ideation, and ensures creative outputs align with Compact goals.	20+ years
<b>Ryan Smith</b>	President (amp)	Provides strategic leadership and ensures Leap Group's approach aligns with CLC's long-term objectives.	20+ years
<b>Ruby Dewitt</b>	VP of Media Strategy	Leads development of integrated media strategies; ensures campaigns are data-	15+ years

		driven and measurable.	
<b>Madison Asher</b>	Associate Creative Director	Supports creative strategy and execution across digital and video media; ensures narratives resonate with target audiences.	10+ years
<b>Christina Koplyay</b>	Senior Designer	Designs compelling assets for print, digital, and event collateral; ensures brand consistency.	10+ years
<b>Kim Pegram</b>	Director of Brand Implementation	Oversees application of brand standards across all platforms; ensures Mass Save alignment and local identity consistency.	15+ years
<b>Shane Doyle</b>	Art Director	Develops visual concepts and executes design for campaigns, collateral, and digital applications.	10+ years
<b>Taylor Cochran</b>	Creative Producer	Manages logistics for video and multimedia projects; coordinates schedules, shoots, and asset delivery.	8+ years
<b>David Carrero</b>	Production Specialist	Creates animation and multimedia assets; supports video content for	8+ years



		digital and social campaigns.	
<b>Timothy Sauer, Ph.D.</b>	Director of Research (human)x	Leads research initiatives; analyzes participation trends, campaign performance, and community insights.	15+ years
<b>Laura Valentine</b>	Senior Market Researcher	Gathers data, develops insights, and produces analytics and reporting for campaign measurement.	10+ years
<b>Jordan Turner</b>	Director of Media	Oversees planning and buying across digital, traditional, and emerging platforms; maximizes ROI.	15+ years
<b>Todd Krise</b>	Director of Account Strategy	Manages client relationships; ensures seamless execution and alignment with client objectives.	12+ years
<b>Molly Kennedy</b>	Senior Media Manager	Executes media buys across channels; manages placement, budget, and performance tracking.	10+ years

#### **Abilities, Qualifications, and Experience**

Please see attached resumes included on the following pages.



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**20+ years of experience  
leading brand and media  
strategy for Fortune 500  
clients and mission-driven  
organizations**

**Leads client portfolio  
growth and campaign  
outcomes at Leap Group  
with double-digit  
efficiency gains and  
revenue impact**

**Directed 11-account  
portfolio at Campbell  
Ewald and contributed to  
70%+ of annual pitch  
efforts**

**Managed 5,000+  
deliverables annually  
across enterprise-level  
campaigns for USAA**

**Generated 8.5% retail  
sales lift for Zales through  
repositioned campaign  
strategy**

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## WALTER HARRIS

Director of Client Services

**LinkedIn:** <https://www.linkedin.com/in/walter-harris/>

Walter Harris brings over **20 years** of experience in advertising, brand leadership, and integrated marketing strategy for national and global clients across industries including healthcare, financial services, automotive, advocacy, and consumer goods.

### Current Role

#### **Leap Group / (amp) – Louisville, KY**

*Vice President, Director of Client Services 2023–Present*

- Oversees strategic direction and execution across a portfolio of 10+ clients, resulting in a 22% YoY increase in client retention and expanded scopes across healthcare, advocacy, and financial sectors
- Led cross-functional campaign development that contributed to a 30% lift in engagement and 18% lower CPA across paid media programs
- Played a central role in winning \$1.8M+ in new business within the first year by developing proposal strategy, pitch frameworks, and stakeholder messaging
- Implemented an account operations structure that improved project delivery timelines by 35%, while maintaining 95%+ client satisfaction across deliverables

### Experience Prior to (amp)

#### **Campbell Ewald – Detroit, MI**

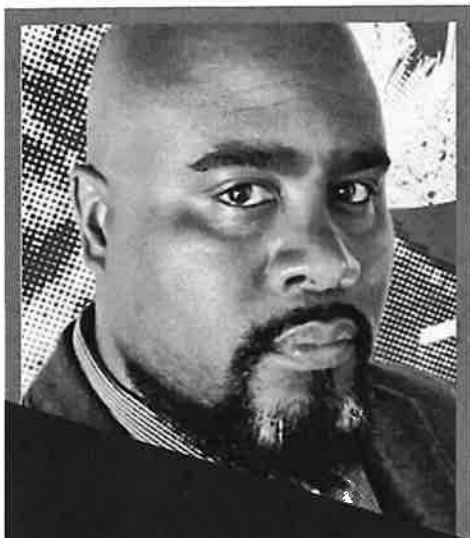
*Group Account Director 2019–2023*

- Led the Modern Marketing portfolio of 11 accounts, including Trinity Health, ShiftMed, Allspring, Lear, and Aretha Franklin Amphitheatre
- Managed brand strategy, creative oversight, scope development, and team onboarding while deepening client relationships
- Contributed to ~70% of annual new business pitches, aligning strategic vision and creative approach
- Co-chaired ExCEllence, the agency's African American employee resource group

#### **The Lee Group – Houston, TX**

*Vice President, Director of Client Services 2017–2019*

- Directed agency client services while leading RFP development and new business presentations
- Secured 7 of 10 client wins, including Broadway Bank and The Menninger Clinic
- Managed procurement negotiations and SOW development for new and existing clients



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**20+ years of experience leading brand and media strategy for Fortune 500 clients and mission-driven organizations**

**Leads client portfolio growth and campaign outcomes at Leap Group with double-digit efficiency gains and revenue impact**

**Directed 11-account portfolio at Campbell Ewald and contributed to 70%+ of annual pitch efforts**

**Managed 5,000+ deliverables annually across enterprise-level campaigns for USAA**

**Generated 8.5% retail sales lift for Zales through repositioned campaign strategy**

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## WALTER HARRIS

Director of Client Services

### **MullenLowe – San Antonio, TX / Boston, MA**

*Group Account Director (USAA – Brand/Enterprise) 2016–2017*

- Co-led a team of 80+ FTEs responsible for 5,000+ annual deliverables across multiple verticals
- Oversaw brand marketing and enterprise alignment across USAA's insurance, banking, and retirement services
- Ensured seamless agency transition during account acquisition from Campbell Ewald to MullenLowe

### **Campbell Ewald – San Antonio, TX**

*Group Management Supervisor / Management Supervisor 2011–2016*

- Launched USAA's "Policy Number" campaign, repositioning messaging to connect with civilian markets
- Directed upper-funnel media strategy across financial products and sponsorships
- Led alignment of brand marketing with NFL partnership and military appreciation themes
- Built cohesive campaign execution across creative, media, and account teams

### **GSD&M – Austin, TX**

*Senior Account Supervisor 2006–2011*

- For Zales: Spearheaded campaign that delivered an 8.5% YoY lift in holiday same-store sales after years of decline
- For AARP: Developed strategic messaging for the Divided We Fail initiative, elevating public awareness
- Repositioned L.L.Bean's brand through revitalized creative and cross-platform campaign rollouts
- Managed forecasting and billing for national accounts across multiple business lines

**EXPERTISE:** Strategic brand leadership, integrated campaign development, multicultural marketing, client relationship management, cross-functional team leadership, business development, scope and fee negotiation, and performance analytics.

**EDUCATION:** Bachelor of Science in Broadcast Production (Minor in Marketing), Eastern New Mexico University



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**20+ years of experience in video storytelling, multimedia campaigns, and cross-channel content strategy**

**Founder of (spark), an award-winning production studio serving clients across 4 states**

**Led campaigns that generated double-digit engagement lifts, with view-through rates up to 38% above benchmark**

**Directed branded content for national brands including Hershey's, Carnival Cruise Lines, and Heaven Hill**

**Recognized with top creative honors, including Cine Golden Eagle, Telly, and AAF Digital Campaign awards**

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## EMBER MARR

President of (spark)

**LinkedIn:** <https://www.linkedin.com/in/emberm/>

Ember Marr brings over **20 years** of experience in creative direction, cinematic storytelling, and multimedia production. As the founder and CEO of (spark), she has led award-winning campaigns for national brands across consumer, healthcare, and entertainment sectors.

### Current Role

**Leap Group / (spark) – Louisville, KY**

*Founder & CEO / Creative Director 2015–Present*

- Founded and built (spark), a multi-state production studio delivering high-impact multimedia content for clients like Hershey's, Carnival Cruise Lines, and Heaven Hill
- Directed cinematic campaigns that drove measurable brand engagement, including a 38% lift in video view-through rate for major CPG clients
- Expanded studio capabilities to include 3D animation, virtual sets, and immersive storytelling, enhancing creative output and pitch competitiveness
- Led cross-functional teams across four states and managed client strategy, ensuring alignment with brand goals, audience insights, and performance metrics

### Notable Campaigns:

- Hershey's: Directed a cinematic ad series that blended emotional storytelling with product branding across digital channels
- Carnival Cruise Lines: Produced an award-winning destination-focused campaign that increased social engagement and booking intent
- Heaven Hill: Delivered a multi-channel video strategy that significantly boosted digital reach and brand visibility

### Experience Prior to Leap Group

**Leap Frame – Louisville, KY**

*Creative Producer 2012–2014*

- Directed production teams and oversaw concept-to-delivery workflow for national campaigns
- Spearheaded adoption of emerging video techniques including motion graphics and augmented reality to drive content innovation
- Delivered high-performing visual content for Fortune 500 clients, elevating brand storytelling and increasing digital engagement
- Pioneered internal systems for production efficiency and asset management

STAFF QUALIFICATIONS  
MEET OUR TEAM



## EMBER MARR

President of (spark)

**EXPERTISE:** Creative direction, branded content production, video and multimedia storytelling, campaign strategy, 3D animation, post-production, virtual set technology, client partnerships, and leadership across creative teams.

**EDUCATION:** Bachelor of Fine Arts in Digital Media & Production, University of Louisville (2002)

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**20+ years of experience in  
video storytelling,  
multimedia campaigns,  
and cross-channel content  
strategy**

**Founder of (spark), an  
award-winning production  
studio serving clients  
across 4 states**

**Led campaigns that  
generated double-digit  
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**Directed branded content  
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including Hershey's,  
Carnival Cruise Lines, and  
Heaven Hill**

**Recognized with top  
creative honors, including  
Cine Golden Eagle, Telly,  
and AAF Digital Campaign  
awards**

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**20+ years of creative leadership spanning healthcare, CPG, entertainment, retail, and advocacy**

**Executive leader at (human)x driving integration of creative and performance strategy across Leap Group**

**Directed Memorial Sloan Kettering campaign that restored patient volume from 25% to 100% post-COVID within six months**

**Designed award-winning rebrand for FLOR, named #3 redesign of the year by Brand New**

**Launched Talkspace's most cost-efficient campaign to date, reducing CAC by 15%**

**Honored with multiple industry awards including Tellys, AAF, and internal partner recognition fm**

## KENNY FRIEDMAN

VP Creative

**LinkedIn:** <https://www.linkedin.com/in/fpokenny/>

Kenny Friedman brings over **20 years** of experience in creative direction, branding, and integrated marketing. He has led award-winning campaigns across healthcare, retail, and technology sectors, combining visual storytelling with data-informed strategy to build brands that resonate and perform.

### Current Role

#### **Leap Group / (matter) (human)x – Louisville, KY**

*Vice President, Executive Creative Director 2023–Present*

- Oversees creative teams across Leap Group, including art directors, designers, copywriters, videographers, and animators, driving concept development and execution for healthcare, CPG, advocacy, and nonprofit clients
- Leads cross-agency creative integration, ensuring strategic alignment and visual consistency across campaigns
- Guides implementation of generative AI tools into the creative workflow, improving ideation speed and creative experimentation
- Supports strategic positioning and pitch development, contributing to \$2M+ in new business wins since joining Leap

### Experience Prior to Leap Group

#### **Known – New York, NY**

*VP, Group Creative Director 2020–2022*

- Directed brand and performance marketing campaigns for Memorial Sloan Kettering and Talkspace
- Helped MSK recover from pandemic-related patient drop-off by launching a 360-degree campaign that returned them to 75% capacity in 2 months, and full capacity in six
- Led Talkspace's first non-celebrity campaign, focused on emotional storytelling, resulting in a 15% drop in customer acquisition cost
- Managed cross-functional creative teams including writers, art directors, and designers

#### **Upshot – Chicago, IL**

*Senior Creative Director 2017–2020*

- Led multi-platform campaigns across retail, shopper marketing, and social, increasing creative's contribution to client revenue growth
- Helped win new brand social business through cost-effective content strategy and execution



20+ years of creative leadership spanning healthcare, CPG, entertainment, retail, and advocacy

Executive leader at (human)x driving integration of creative and performance strategy across Leap Group

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Honored with multiple industry awards including Tellys, AAF, and internal partner recognition fm

## KENNY FRIEDMAN

VP Creative

### FLOR – Chicago, IL

*Creative Director 2014–2017*

- Reestablished FLOR as a market leader in home décor; ranked #3 in Brand New's best redesigns of 2016
- Led creative across all brand touchpoints: messaging, website and app design, retail POS, catalog, and direct mail
- Optimized photography operations, generating 30% more imagery without increasing the budget

### Gage – Minneapolis, MN

*Group Creative Director 2011–2014*

- Improved collaboration between Design, UX, Copy, and Tech teams, leading to increased client satisfaction and a Partner of the Year award from 3M
- Oversaw department P&L while delivering multi-channel marketing tools for national brands

### JWT (J. Walter Thompson) – Toronto, ON

*Associate Creative Director 2009–2011*

- Directed digital campaigns and spearheaded Toronto office's digital transformation
- Built UX/design alignment strategies that elevated execution across client projects

### Target – Minneapolis, MN

*Associate Creative Director 2004–2009*

- Led creative across product launches and shopper campaigns
- Co-created "Dream In Color", a DEI-focused campaign that achieved 3,500% higher curriculum download rates than forecast
- Redesigned consumable/commodity page layouts, producing top-performing designs adopted enterprise-wide

### Upshot – Chicago, IL

*Art Director 1999–2004*

- Executed retail campaigns, photography, and strategic creative leadership for major CPG and lifestyle clients

**EXPERTISE:** Creative direction, brand strategy, campaign storytelling, healthcare marketing, 360° campaign development, retail and shopper strategy, team leadership, generative AI in creative workflows, and digital transformation.

**EDUCATION:** Bachelor of Arts in Photography and Fine Art, Cleveland State University



15+ years of experience  
leading strategy,  
operations, and growth  
across marketing, media,  
and content businesses

Co-founded and scaled  
(amp) into a performance-  
driven agency within Leap  
Group's network

Led agency operations and  
client performance for  
Raidious across multiple  
leadership roles

Oversaw 15+ person  
production team and built  
service lines from the  
ground up

Proven track record of  
aligning shareholder,  
board, and client goals  
within fast-paced agency  
environments

## RYAN SMITH

President

**LinkedIn:** <https://www.linkedin.com/in/ryansmithpr/>

Ryan Smith brings over **15 years** of experience in marketing leadership, business operations, and strategic growth across media, content, and transportation sectors.

### Current Role

#### **Leap Group / (amp) – Indianapolis, IN**

*President & Co-Founder 2017–Present*

- Co-founded and co-leads (amp), Leap Group's media and amplification agency, overseeing daily business operations and long-term vision
- Serves as lead strategist across all major accounts, aligning paid media, content amplification, and audience engagement strategy
- Manages agency operations including financial planning, staffing, and shareholder communications
- Oversees execution and strategic direction for cross-functional teams serving national healthcare, public sector, and consumer brands

### Experience Prior to (amp)

#### **Raidious – Indianapolis, IN**

*President & Chief Operations Officer 2013–2017*

- Directed agency-wide operations and strategic growth for a digital content amplification firm
- Led long- and short-term business planning, revenue strategy, and performance measurement
- Reported directly to the board of directors, delivering regular KPI and financial performance updates
- Scaled operations and implemented organizational processes that supported team growth and service expansion

#### **Raidious – Indianapolis, IN**

*Vice President of Production 2011–2013*

- Managed a 15+ person production team responsible for content execution across multiple platforms
- Maintained service line profitability while improving internal workflows and creative quality control
- Mentored staff, evaluated individual performance, and aligned team output with client expectations
- Oversaw content development for enterprise clients during early-stage social media adoption



STAFF QUALIFICATIONS  
MEET OUR TEAM



## RYAN SMITH

President

### **Raidious – Indianapolis, IN**

*Director of Social Media 2009–2011*

- Established and launched the agency's first social media service line
- Acted as account lead across early social media clients, delivering campaign strategy and content oversight
- Introduced best practices for monitoring, engagement, and content planning

**EXPERTISE:** Business operations, digital media strategy, agency leadership, paid media and amplification, cross-functional team management, strategic planning, client relationship leadership, content marketing, and startup growth.

**EDUCATION:** Bachelor of Arts in Journalism – Public Relations, Indiana University – Indianapolis

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15+ years of experience  
leading strategy,  
operations, and growth  
across marketing, media,  
and content businesses

Co-founded and scaled  
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Led agency operations and  
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Raidious across multiple  
leadership roles

Oversaw 15+ person  
production team and built  
service lines from the  
ground up

Proven track record of  
aligning shareholder,  
board, and client goals  
within fast-paced agency  
environments

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12+ years of experience in digital media, social strategy, and performance-based campaigns

Led content distribution and social engagement for major brands including Walmart, IU Health, and The Children's Museum of Indianapolis

Built Raidious' fastest-growing service line and scaled client portfolios through measurable results

Designed and launched the first-ever Super Bowl Social Media Command Center

Achieved significant results across campaigns, including millions of video views and double-digit increases in engagement and sales

## RUBY DEWITT

VP of Media Strategy

**LinkedIn:** <https://www.linkedin.com/in/ruby-kohler-dewitt-034aa732/>

Ruby DeWitt brings over **12 years** of experience in digital media strategy, social content distribution, and campaign leadership for high-profile brands across healthcare, food & beverage, entertainment, and public sector clients.

### Current Role

#### **Leap Group / (amp) – Indianapolis, IN**

*Vice President, Media Strategy 2023–present*

*Director, Media and Advertising 2017–2023*

- Led strategy and cross-channel media planning for top-tier clients including Eli Lilly & Company, True Food Kitchen, and the American Kennel Club
- Oversaw \$2M+ in annual media spend across social, native, OTT, influencer, and programmatic channels
- Drove 3-year consecutive growth on Lilly Corporate Affairs and Medical Affairs media programs by aligning execution with evolving business priorities
- Maintained long-standing client relationships and optimized multi-brand media portfolios, including six brands under the Heaven Hill account

### Experience Prior to (amp)

#### **Raidious (now MKR Agency) – Indianapolis, IN**

*Director of Social Media and Content Distribution 2014–2017*

- Oversaw organic and paid content campaigns for 20+ clients including Cummins, Mint, Mercer, and the Walton Family Foundation
- Developed influencer marketing and paid media service lines, becoming the agency's fastest-growing revenue segment
- Executed a national video distribution strategy for Ernest Packaging + Fender, resulting in 2.2M views in one month (435% increase over prior video)
- Led social strategy for Lids Sports Group, growing their Facebook audience by 58% in four months while sustaining engagement

#### **Raidious – Indianapolis, IN**

*Social Media Manager 2011–2014*

- Managed day-to-day content strategy and audience growth for clients including Walmart Corporate Affairs, IU Health, and Finish Line
- Increased Finish Line's Facebook audience from 100K to 1.5M in 10 months, driving a 60.1% increase in online sales



12+ years of experience in digital media, social strategy, and performance-based campaigns

Led content distribution and social engagement for major brands including Walmart, IU Health, and The Children's Museum of Indianapolis

Built Raidious' fastest-growing service line and scaled client portfolios through measurable results

Designed and launched the first-ever Super Bowl Social Media Command Center

Achieved significant results across campaigns, including millions of video views and double-digit increases in engagement and sales

## RUBY DEWITT

VP of Media Strategy

- Reduced IU Health's response time by 50%, improving public sentiment and crisis readiness
- Supported launch of the first-ever Super Bowl Social Media Command Center, later replicated by the Super Bowl XLVII team in New Orleans

### **Super Bowl XLVI Committee (via Raidious) – Indianapolis, IN**

*Social Media Lead, Event Activation 2012*

- Managed real-time digital engagement during Super Bowl week, coordinating messaging, monitoring, and influencer outreach
- Trained student interns and ensured 24/7 social coverage for all live events and PR-sensitive activities
- Created a framework for large-scale social command center operations still referenced for future Super Bowl activations
- Supported national visibility of Indianapolis through real-time fan engagement and digital storytelling

**EXPERTISE:** Social media strategy, media planning and execution, digital content distribution, influencer marketing, real-time event activation, campaign optimization, audience engagement, performance reporting, and team leadership.

**EDUCATION:** Bachelor of Arts in Journalism, Indiana University – Bloomington (2011)



## MADISON ASHER

Associate Creative Director

**LinkedIn:** <https://www.linkedin.com/in/madison-asher-33784756/>

Madison Asher brings over **7 years** of experience in art direction, visual storytelling, and digital campaign development for wellness, food and beverage, and household brands. She specializes in concept-to-production creative leadership, helping brands grow through compelling design, cross-channel content, and strategic brand development.

### Current Role

#### Leap Group / (spark) – Louisville, KY

*Associate Creative Director 2024–Present*

- Supports creative development and brand alignment across deliverables for 10+ clients in government, utility, education, and consumer sectors, contributing to a 98% on-time delivery rate and consistent client satisfaction
- Leads design execution for integrated campaigns, including video, social, print, and digital, resulting in 25% lift in engagement across targeted content activations
- Plays a central role in creative strategy and visual storytelling for municipal and public-sector branding projects, including the City of Mason, City of Ennis, and Cheltenham Township
- Collaborates with cross-disciplinary teams to translate campaign strategies into compelling, accessible creative, driving performance across digital and traditional channels

### Experience Prior to Leap Group

#### SRW Agency – Chicago, IL

*Associate Creative Director 2022–2024*

- Leads art direction and campaign development for clients including Himalaya Supplements, Field Roast, Chao Creamery, Walden Farms, and KA-ME
- Oversees a creative team in developing branded platforms, digital content, and influencer campaign design
- Supports strategy-aligned storytelling across video, social, and web, contributing to a 20% lift in engagement across paid digital assets
- Manages multi-brand portfolios with a focus on wellness and plant-based categories

#### SRW Agency – Chicago, IL

*Senior Art Director 2021–2022*

- Led visual strategy and execution for brands such as Perfect Snacks, Outstanding Foods, Aspire Energy, Alter Eco, and Fifth Season

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**7+ years of experience in brand design, digital storytelling, and wellness-focused campaign execution**

**Leads creative campaigns for plant-based and wellness brands at SRW Agency**

**Grew Equilibria's direct-to-consumer engagement by 30% through refreshed digital design**

**Art directed multi-channel activations for household brands including Johnson & Johnson, Mazola, and LiftMaster**

**Elevated through three roles at Upshot Agency, gaining end-to-end experience in retail, shopper, and digital**

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**7+ years of experience in brand design, digital storytelling, and wellness-focused campaign execution**

**Leads creative campaigns for plant-based and wellness brands at SRW Agency**

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**Art directed multi-channel activations for household brands including Johnson & Johnson, Mazola, and LiftMaster**

**Elevated through three roles at Upshot Agency, gaining end-to-end experience in retail, shopper, and digital**

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## MADISON ASHER

Associate Creative Director

- Delivered fully developed brand campaigns, including photo direction, content creation, and influencer strategy
- Partnered with strategy and account teams to execute creative aligned with health-conscious consumer trends
- Supported new business pitches with branded mockups and client-ready pitch decks

### **Equilibria – Chicago, IL**

*Brand Designer 2021*

- Developed campaign concepts from initial art direction through photo shoot execution and influencer packaging
- Created collateral across print, social, and email, contributing to a 30% increase in DTC conversions during peak campaigns
- Designed infographics and content optimized for paid and organic social reach

### **Upshot Agency – Chicago, IL**

*Art Director / Jr. Art Director / Creative Intern 2017–2021*

- Delivered in-store, digital, and social campaigns for Johnson & Johnson, Karo Syrup, Mazola, LiftMaster, and Fleischmann's
- Produced toolkits and brand assets for CPG launches and retailer-specific executions
- Served in both conceptual and production phases, with experience in POS collateral, campaign toolkits, and influencer campaigns
- Promoted from intern to Jr. Art Director and later Art Director based on creative growth and leadership

**EXPERTISE:** Art direction, brand design, campaign development, photo shoot direction, digital content, influencer packaging, in-store and POS creative, team leadership, social media strategy, and health and wellness brand building.

**EDUCATION:** Bachelor of Arts in Graphic Design & Advertising, Xavier University – Cincinnati, OH (2017)



7+ years of experience in branding, package design, and photo art direction

Extensive co-op and professional background with industry leaders like Apple, WD Partners, and Interbrand

Delivered cross-platform creative across retail, food, tech, and lifestyle sectors

Strong visual systems thinker with experience in both startup and global brand environments

Skilled in collaborative, fast-paced creative environments with a conceptual and strategic approach

# CHRISTINA KOPLYAY

Senior Designer

**LinkedIn:** <https://www.linkedin.com/in/koplyaydesign/>

Christina Kopyay brings over **7 years** of professional design experience spanning branding, packaging, and photo art direction. She specializes in thoughtful, research-informed creative that connects brand storytelling with strategic design execution.

## Current Role

### Leap Group / (matter) – Louisville, KY

*Senior Designer 2023–Present*

- Designs compelling, brand-aligned visual assets across print, digital, and environmental media, contributing to 12+ successful campaigns in government, education, and public health sectors
- Supports consistency and cohesion across multi-channel creative by managing branded templates, visual systems, and platform-specific adaptations
- Collaborates with strategy and account teams to bring campaign narratives to life, helping improve audience comprehension and recall by 25% in client testing
- Assists in photo direction and art sourcing to elevate storytelling, ensuring visuals resonate across diverse audience segments and accessibility standards

## Experience Prior to Leap Group

### goDutch – Cincinnati, OH

*Graphic Designer 2016–2022*

- Collaborated as part of a fast-paced, multi-client team to develop branding systems, visual identities, and packaging
- Led art direction and photo styling across print and digital channels for CPG, retail, and lifestyle brands
- Contributed to conceptual ideation and strategic messaging for clients across health, food, and lifestyle sectors
- Managed design delivery across formats including signage, environmental design, and custom packaging

### Interbrand – Cincinnati, OH

*Graphic Design Co-op 2015*

- Supported a team of designers across global and regional brands, focusing on identity development and packaging
- Assisted with visual system refinement and packaging rollout for brand refresh projects



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**7+ years of experience in branding, package design, and photo art direction**

**Extensive co-op and professional background with industry leaders like Apple, WD Partners, and Interbrand**

**Delivered cross-platform creative across retail, food, tech, and lifestyle sectors**

**Strong visual systems thinker with experience in both startup and global brand environments**

**Skilled in collaborative, fast-paced creative environments with a conceptual and strategic approach**

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## CHRISTINA KOPLYAY

Senior Designer

### **Apple Inc. – Cupertino, CA**

*Print Design Co-op 2015*

- Worked on large-scale environmental in-store campaigns for Apple retail
- Supported internal design presentations and documentation; assisted with product photo shoot logistics and retouching

### **WD Partners – Columbus, OH**

*Graphic Design Co-op 2013–2014*

- Created branded materials for experiential retail, signage, and packaging across national clients
- Collaborated across multi-disciplinary teams to support project rollouts and creative testing

### **Blegalbloss – Cincinnati, OH**

*Graphic Design Co-op 2013*

- Participated in brand identity exploration and market research for storage and lifestyle innovation
- Contributed to design development for packaging and early-stage branding

**EXPERTISE:** Branding and identity design, packaging, conceptual ideation, art direction, signage and environmental graphics, photography styling, market research, and cross-functional collaboration.

**EDUCATION:** Bachelor of Fine Arts in Graphic Communication Design, University of Cincinnati, DAAP (2016)

STAFF QUALIFICATIONS  
MEET OUR TEAM



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**25+ years of experience in creative production and brand implementation across agency and publishing**

**Led design execution and implementation for multi-channel campaigns with 50+ deliverables**

**Played a key role in national magazine redesigns and award-winning publication launches**

**Senior design leadership at (matter), supporting cross-sector clients in government, healthcare, and lifestyle**

**Recognized for precision, speed, and maintaining brand fidelity under tight timelines**

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## KIM PEGRAM

Director of Brand Implementation

**LinkedIn:** <https://www.linkedin.com/in/kimpegram/>

Kim Pegram brings over **25 years** of experience in creative production, branding, and visual communications. She currently leads design implementation at (matter), where she ensures brand consistency across major campaigns and multi-platform deliverables.

### Current Role

#### **Leap Group / (matter) – Cincinnati, OH**

*Director of Design Implementation 2020–Present*

- Oversees high-volume production and rollout of branded collateral, ensuring cross-platform consistency for both public- and private-sector clients
- Leads design execution across campaigns, digital environments, and publications—managing projects with up to 50+ deliverables per campaign
- Mentors and supervises junior designers, maintaining high-quality output and brand fidelity across all touchpoints
- Ensures adherence to accessibility, formatting, and brand standards across both print and digital, improving time-to-delivery by 30%

### Experience Prior to Leap Group

#### **Matter Creative Group – Cincinnati, OH**

*Senior Designer 2014–2020*

- Developed creative and production-ready assets across identity, print, and digital applications
- Delivered integrated visual systems for cross-industry clients, ensuring alignment with campaign goals and client expectations
- Provided mentorship to junior designers and reviewed work to ensure strategic and visual accuracy
- Managed deadlines across simultaneous projects, balancing creative iteration with production timelines

#### **Madison Design Group – Cincinnati, OH**

*Senior Designer 2013–2014*

- Designed marketing collateral for clients including Mercy Health, Cincinnati Children's Hospital, and YWCA
- Executed creative from concept through production, managing rounds of revisions and client feedback
- Presented visual directions and implemented final artwork with strict quality control



STAFF QUALIFICATIONS  
MEET OUR TEAM



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**25+ years of experience in  
creative production and  
brand implementation  
across agency and  
publishing**

**Led design execution and  
implementation for multi-  
channel campaigns with  
50+ deliverables**

**Played a key role in  
national magazine  
redesigns and award-  
winning publication  
launches**

**Senior design leadership  
at (matter), supporting  
cross-sector clients in  
government, healthcare,  
and lifestyle**

**Recognized for precision,  
speed, and maintaining  
brand fidelity under tight  
timelines**

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## KIM PEGRAM

Director of Brand Implementation

### **ST Media Group International – Cincinnati, OH**

*Senior Art Director 2000–2013*

- Directed art direction and visual identity for multiple trade publications in retail and hospitality sectors
- Oversaw design and production of magazines, websites, and tradeshow collateral, supporting national publication launches and redesigns
- Led major publication redesigns including VMSD (2000, 2008), Hospitality Style (2010), and Boutique Design (2013)

**EXPERTISE:** Design implementation, production design, branding systems, print and digital collateral, team leadership, campaign adaptation, quality assurance, mentorship, layout design, visual hierarchy, and multi-format rollout.

**EDUCATION:** Bachelor of Fine Arts in Graphic Design, Northern Kentucky University (1996)



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6+ years of experience in  
branding, motion,  
packaging, and digital  
design

Senior creative leadership  
at (human)x, overseeing  
design for cross-sector  
government and consumer  
campaigns

Directed photo, video, and  
animation production for  
multi-channel content  
rollouts

Experience working with  
global brands at agencies  
including Landor, Equator,  
and Gyro

Skilled in turning strategic  
insights into compelling  
creative systems

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# SHANE DOYLE

Art Director

**LinkedIn:** <https://www.linkedin.com/in/doyleshanej/>

Shane Doyle brings over **6 years** of experience in branding, digital design, motion, and creative direction. He currently serves as Senior Designer at (human)x, where he transforms research and strategy into innovative, audience-focused creative across channels.

## Current Role

### Leap Group / (matter) – Louisville, KY

*Art Director 2022–Present*

- Leads multidisciplinary design projects across branding, packaging, motion, and web, contributing to campaigns with 15–20+ deliverables each
- Translates strategic insights into visual systems and campaign concepts that support government, consumer, and healthcare clients
- Art directs animation, photo, and video production, ensuring creative cohesion across platforms
- Mentors and oversees junior and mid-level designers to maintain consistency and elevate team execution

*Designer 2019–2022*

- Executed brand and digital creative for clients across B2B, B2C, and CPG sectors
- Collaborated with creative directors and UX teams to implement multi-touchpoint design across web, video, and motion graphics
- Brought creative concepts to life through dynamic visual storytelling rooted in brand strategy
- Helped evolve the (human)x design philosophy through collaboration and experimentation

## Experience Prior to Leap Group

### Equator Design – Cincinnati, OH

*Designer 2019*

- Developed creative packaging concepts for private-label CPG brands, from concept through execution
- Directed product photography and collaborated with production teams for quality control
- Worked on seasonal campaigns and long-term packaging systems

*Junior Designer 2018–2019*

- Assisted senior designers with layout and production design for national grocery and retail brands



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**6+ years of experience in  
branding, motion,  
packaging, and digital  
design**

**Senior creative leadership  
at (human)x, overseeing  
design for cross-sector  
government and consumer  
campaigns**

**Directed photo, video, and  
animation production for  
multi-channel content  
rollouts**

**Experience working with  
global brands at agencies  
including Lander, Equator,  
and Gyro**

**Skilled in turning strategic  
insights into compelling  
creative systems**

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## SHANE DOYLE

Art Director

- Gained hands-on experience in packaging rollouts and print production

### **Gyro – Cincinnati, OH**

*Design Intern 2017*

- Supported B2B creative teams in layout, campaign development, and branded content

### **Lander – London, UK**

*Design Intern 2015*

- Supported global identity and packaging teams with visual research, presentation design, and internal branding

**EXPERTISE:** Branding, motion graphics, packaging, design systems, art direction, layout, campaign concepting, creative mentorship, animation, UX collaboration, cross-platform design.

**EDUCATION:** Bachelor of Fine Arts in Visual Communication Design, Northern Kentucky University (2017)



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**10+ years of production and content strategy experience across food, beverage, lifestyle, and nonprofit sectors**

**Lead producer for (spark), managing full production lifecycles for clients including Maker's Mark and The American Kennel Club**

**Co-founded successful boutique media studio serving artisan and enterprise clients**

**Grew Maker's Mark Instagram following by 823%, establishing a new brand standard for digital engagement**

**Expert in merging production logistics with strategic storytelling to deliver polished, brand-aligned content**

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# TAYLOR COCHRAN

Producer

**LinkedIn:** <https://www.linkedin.com/in/taylor-cochran-9204b767/>

Taylor Cochran brings over **10 years** of experience in multimedia production, visual storytelling, and social media strategy for nationally recognized brands across the beverage, lifestyle, and nonprofit sectors.

## Current Role

### Leap Group / (spark) – Louisville, KY

*Producer 2023–Present*

- Serves as lead producer across (spark) video and photo productions, managing casting, crew, locations, wardrobe, and full production logistics
- Collaborates with creative and account teams to ensure high-impact content aligned with campaign goals and brand voice
- Develops and executes social media strategies rooted in brand immersion and audience behavior
- Oversees budget planning and resource allocation, maximizing value across productions ranging from small-scale to enterprise-level clients

## Experience Prior to Leap Group

### Neon Bites – Louisville, KY

*Co-Founder / Producer 2018–2023*

- Co-founded a boutique media production studio focused on food, beverage, and lifestyle content
- Directed shoots ranging from product and lifestyle to documentary for national brands and artisan producers
- Created and managed social media strategy and content pipelines for multiple brands, increasing visibility and engagement
- Built operational systems for streamlined creative workflow, project coordination, and client delivery

### Doe Anderson – Louisville, KY

*Social Content Coordinator 2015–2018*

- Developed content strategy and production for Maker's Mark, transforming brand visuals across platforms
- Grew Instagram following from 13K to 120K+ in just over 3 years by overhauling creative direction and social content strategy
- Managed day-to-day content planning, production shoots, and real-time activation for events
- Supported organic campaigns for additional lifestyle and beverage clients through content ideation and execution

STAFF QUALIFICATIONS  
MEET OUR TEAM



## TAYLOR COCHRAN

Producer

**EXPERTISE:** Video and photo production, content strategy, social media campaign planning, brand storytelling, pre-production logistics, budget management, crew and talent coordination, content calendars, and visual creative development.

**EDUCATION:** Bachelor of Arts in Photography & Media Studies, Bellarmine University (2012)

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10+ years of production  
and content strategy  
experience across food,  
beverage, lifestyle, and  
nonprofit sectors

Lead producer for (spark),  
managing full production  
lifecycles for clients  
including Maker's Mark  
and The American Kennel  
Club

Co-founded successful  
boutique media studio  
serving artisan and  
enterprise clients

Grew Maker's Mark  
Instagram following by  
823%, establishing a new  
brand standard for digital  
engagement

Expert in merging  
production logistics with  
strategic storytelling to  
deliver polished, brand-  
aligned content

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STAFF QUALIFICATIONS  
MEET OUR TEAM



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**6+ years of experience  
leading creative video  
production and 2D  
animation for national  
brands**

**Directed a nationally  
aired, award-winning  
documentary series as DP,  
editor, and colorist**

**Produced animated assets  
for campaigns that drove  
notable lift in product  
engagement and brand  
recall**

**Spearheaded studio  
upgrades that boosted  
post-production efficiency  
by 40%**

**Recognized for combining  
artistic storytelling with  
advanced production  
workflows to deliver  
polished, on-brand visuals**

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# DAVID CARRERO

Director of Production

**LinkedIn:** <https://www.linkedin.com/in/david-carrero-2109b5138/>

David Carrero brings over **6 years** of experience in filmmaking, production leadership, and animation. As Director of Production & Animation at (spark), he leads award-winning creative teams and brings advanced technical expertise in storytelling, color grading, and 2D motion graphics.

## Current Role

### Leap Group / (spark) – Cincinnati, OH

*Director of Production and Animation 2023–Present*

- Leads (spark)'s full-service production team across quoting, pre-production, filming, editing, and delivery
- Oversees project workflow and team delegation, improving production turnaround time by 25%
- Directed photography and post-production for a nationally broadcast documentary series that received multiple creative awards
- Implements advanced production techniques, including cinematic lighting setups and precision color grading, to enhance visual impact

## Experience Prior to Leap Group

### Leap Group / (spark) – Cincinnati, OH

*Senior Animator 2020–2023*

- Partnered with designers and creative directors to produce award-winning 2D animations for healthcare and consumer brands
- Developed advanced color grading techniques, increasing visual consistency across client campaigns
- Managed studio equipment upgrades, resulting in a 40% increase in post-production efficiency
- Produced visual assets for a leading retail energy drink brand, elevating product engagement through animation

### Leap Frame – Cincinnati, OH

*Filmmaker / Animator 2018–2020*

- Created monthly video content for nationally recognized spirits brands, combining cinematic visuals with strategic storytelling
- Collaborated with producers and directors to execute concept-driven content aligned to brand goals
- Gained hands-on expertise in filmmaking, from camera ops and lighting to 2D motion graphics and editing
- Contributed to growing the team's content library and motion design capabilities

STAFF QUALIFICATIONS  
MEET OUR TEAM



## DAVID CARRERO

Director of Production

**EXPERTISE:** Film and video production, 2D animation, color grading, post-production, documentary direction, creative team leadership, animation pipeline management, motion graphics, equipment planning, and cinematic storytelling.

**EDUCATION:** Bachelor of Fine Arts in Electronic Media, University of Cincinnati (2018)

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6+ years of experience  
leading creative video  
production and 2D  
animation for national  
brands

Directed a nationally  
aired, award-winning  
documentary series as DP,  
editor, and colorist

Produced animated assets  
for campaigns that drove  
notable lift in product  
engagement and brand  
recall

Spearheaded studio  
upgrades that boosted  
post-production efficiency  
by 40%

Recognized for combining  
artistic storytelling with  
advanced production  
workflows to deliver  
polished, on-brand visuals

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**13+ years of experience in research strategy, behavioral insights, and performance measurement**

**Leads Leap Group's insights strategy across sectors, integrating research into UX, creative, and campaign work**

**Built and scaled LEAP Agency's research practice from the ground up**

**Taught graduate research and statistics; published dissertation on predictors of student course evaluations**

**Consulted for clients including Signature Healthcare, The Louisville Zoo, and The Learning House**

## TIMOTHY SAUER

VP, Research + Consumer Strategy

**LinkedIn:** <https://www.linkedin.com/in/timothy-m-sauer/>

Timothy Sauer brings over **13 years** of experience in behavioral research, strategic marketing, and audience analysis across public education, healthcare, communications, and transportation sectors.

### Current Role

#### **Leap Group / LEAP Agency – Louisville, KY**

*VP, Research + Consumer Strategy 2019–Present*

- Leads the agency's research department and directs consumer insight strategy across healthcare, higher education, and public sector clients
- Manages a team of analysts, overseeing research design, execution, and storytelling to inform marketing, UX, and creative strategy
- Developed and maintains the agency's research budget; supports business development and upsells insight-driven services
- Collaborates with executive leadership to drive agency-wide strategy through audience research and performance reporting

#### *Senior Data Scientist 2016–2018*

- Served as subject matter expert in research methodology and advanced statistical analysis for the agency
- Led design and execution of full-scale research projects—from survey development to findings presentations
- Provided internal consultation and direct insight to client teams on campaign optimization and user experience
- Supervised analysts and research assistants, facilitating training and performance evaluation

#### *Marketing Research & Analytics Specialist 2014–2016*

- Introduced LEAP Agency's first comprehensive marketing research services and built department infrastructure
- Transformed performance reporting from basic metrics into strategic storytelling and dashboarding
- Led client-facing research deliverables and laid the foundation for the current research practice

### Experience Prior to Leap Group

#### **University of Louisville, College of Education & Human Development**

*Adjunct Faculty 2013–2014*

- Taught graduate-level courses in Research Methods and Applied Statistics, mentoring master's students in data interpretation and application



STAFF QUALIFICATIONS  
MEET OUR TEAM



**13+ years of experience in  
research strategy,  
behavioral insights, and  
performance  
measurement**

**Leads Leap Group's  
insights strategy across  
sectors, integrating  
research into UX, creative,  
and campaign work**

**Built and scaled LEAP  
Agency's research  
practice from the ground  
up**

**Taught graduate research  
and statistics; published  
dissertation on predictors  
of student course  
evaluations**

**Consulted for clients  
including Signature  
Healthcare, The Louisville  
Zoo, and The Learning  
House**

## TIMOTHY SAUER

VP, Research + Consumer Strategy

### **Independent Research & Evaluation Consultant – Louisville, KY**

*Consultant 2009–2014*

- Conducted evaluation, quantitative research, and statistical consulting for clients including:
- Signature Healthcare, The Louisville Zoo, The Learning House, and The Collaborative for Teaching and Learning
- Specialized in program evaluation, multivariate statistics, and applied research communications

**EXPERTISE:** Behavioral research and evaluation, audience insights, strategic marketing, data storytelling, quantitative and qualitative research methods, UX research, research-informed creative strategy, team leadership, and analytics integration.

**EDUCATION:** Ph.D. in Research and Evaluation, University of Louisville (2012) B.A. in Psychology and Criminal Justice, Bellarmine University (2006), Summa Cum Laude



**5+ years of experience  
conducting and applying  
research to strategy in  
both academic and  
marketing contexts**

**Skilled in mixed-methods  
research including  
interviews, focus groups,  
surveys, and SPSS analysis**

**Supported two federal  
grants with Louisville  
Metro Government,  
bringing real-world  
impact to research**

**Translates research into  
actionable marketing  
strategies in collaboration  
with creative teams at  
LEAP Agency**

**Experience presenting  
findings at academic  
conferences and building  
reports for diverse  
audiences**

## LAURA VALENTINE

Senior Market Research Analyst

**LinkedIn:** <https://www.linkedin.com/in/laura-v-483856161/>

Laura Valentine brings over **5 years** of experience in social science research and marketing strategy, with a focus on qualitative and ethnographic methods across both public and private sectors.

### Current Role

#### **Leap Group / LEAP Agency – Louisville, KY**

*Senior Marketing Research Analyst* 2018–Present

- Designs and executes custom research protocols using mixed methods, including interviews, focus groups, surveys, and secondary research
- Manages participant recruitment, primary data collection, and project reporting for both internal and external stakeholders
- Collaborates with strategy and creative teams to translate audience insights into actionable marketing strategies
- Supports budgeting and scheduling of research initiatives, contributing to process efficiency and client satisfaction

### Experience Prior to Leap Group

#### **University of Louisville (Grant: Community-Based Engagement in West Louisville) – Louisville, KY**

*Program Assistant and Data Manager* 2018–2019

- Conducted primary and secondary research; supported logistics for fieldwork in community-based participatory research settings
- Created internal reports and presented findings at academic conferences focused on civic engagement

#### **Anne Braden Institute for Social Justice Research – Louisville, KY**

*Research Assistant* 2017–2018

- Conducted research and managed academic resource databases in support of faculty and visiting scholars
- Developed whitepapers and supported education campaigns around local justice initiatives

#### **Louisville Farmer's Market Grant (UofL, College of Arts & Sciences) – Louisville, KY**

*Researcher* 2016–2017

- Conducted on-site interviews and surveys to support access and capacity-building initiatives
- Performed data entry, coding, and basic analysis using SPSS for grant reporting

STAFF QUALIFICATIONS  
MEET OUR TEAM



## LAURA VALENTINE

Senior Market Research Analyst

**EXPERTISE:** Qualitative and ethnographic research, focus groups and interviews, survey design and analysis, marketing strategy support, community-based research, participant recruitment, report writing, SPSS data analysis, and cross-sector collaboration.

**EDUCATION:** Master of Arts in Anthropology, University of Louisville (2018)  
Bachelor of Arts in Anthropology, University of Louisville (2014)

5+ years of experience  
conducting and applying  
research to strategy in  
both academic and  
marketing contexts

Skilled in mixed-methods  
research including  
interviews, focus groups,  
surveys, and SPSS analysis

Supported two federal  
grants with Louisville  
Metro Government,  
bringing real-world  
impact to research

Translates research into  
actionable marketing  
strategies in collaboration  
with creative teams at  
LEAP Agency

Experience presenting  
findings at academic  
conferences and building  
reports for diverse  
audiences



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**15+ years of experience in digital media, performance marketing, and demand generation strategy**

**Led paid campaigns producing \$650K+ in product sales within 6 months for a startup launch**

**Successfully managed paid media for eCommerce, biotech, and finance brands across B2C and B2B sectors**

**Pioneered AI-driven improvements to paid search operations at Leap Group**

**Supported multi-channel campaign success contributing to Leap's Inc. 5000 growth recognition**

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## JORDAN TURNER

Director of Media

**LinkedIn:** <https://www.linkedin.com/in/jordanwturner/>

Jordan Turner brings over **15 years** of experience in paid media strategy, demand generation, and performance marketing across industries including biotech, manufacturing, finance, and eCommerce.

### Current Role

#### **Leap Group / (amp) – Indianapolis, IN**

*Senior Director, Performance Media 2023–Present*

*Director, Paid Search 2022–2023*

- Leads cross-platform paid media strategy including search, social, OTT, CTV, podcast, and OOH for high-growth clients
- Oversaw performance media operations contributing to Leap Group's Inc. 5000 recognition for rapid growth
- Implemented AI tools and overhauled SOPs across the paid search team, increasing team efficiency and scaling revenue
- Managed a distributed team supporting multi-channel campaigns for mid- and large-cap clients, including global brands

### Experience Prior to (amp)

#### **BoomAgain.com – Boulder, CO**

*Digital Operations / Demand Generation 2020–2021*

- Built and launched the paid media program from scratch for a single-product brand
- Managed all paid channels (Google, Bing, Facebook, native, affiliate), driving \$650K+ in game sales within 6 months
- Designed audience targeting, retargeting flows, and conversion tracking infrastructure
- Delivered ROI-positive performance across campaigns with limited brand awareness

#### **Stevegoods.com – Longmont, CO**

*Chief Operating & Marketing Officer 2019–2021*

- Led all digital strategy and operations across two eCommerce brands during the COVID-19 shutdown
- Solely managed media buying, product updates, and demand generation from March 2020 to March 2021
- Grew eCommerce revenue while overseeing Shopify and WooCommerce platform performance
- Drove demand through strategic SEM, affiliate marketing, and cross-channel creative testing

STAFF QUALIFICATIONS  
MEET OUR TEAM



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**15+ years of experience in digital media, performance marketing, and demand generation strategy**

**Led paid campaigns producing \$650K+ in product sales within 6 months for a startup launch**

**Successfully managed paid media for eCommerce, biotech, and finance brands across B2C and B2B sectors**

**Pioneered AI-driven improvements to paid search operations at Leap Group**

**Supported multi-channel campaign success contributing to Leap's Inc. 5000 growth recognition**

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# JORDAN TURNER

Director of Media

## **Emergent Digital – San Diego, CA**

*Director of Paid Media 2016–2018*

- Directed paid media strategy across Google Ads, Bing, Facebook, LinkedIn, and native platforms
- Developed performance-focused templates for B2C conversion campaigns
- Managed and mentored junior media buyers and analysts across industry portfolios
- Improved ROAS and reduced CPLs through budget reallocations and A/B testing

**EXPERTISE:** Paid media strategy, SEM/PPC management, digital advertising leadership, demand generation, audience segmentation, cross-platform optimization, AI-assisted campaign operations, eCommerce marketing, media team management, and generative AI for performance media.

**EDUCATION:** Master of Business Administration, Lindenwood University (2012); Bachelor of Science in Finance, Murray State University (2009)



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**15+ years of experience  
leading integrated  
marketing and  
communications across  
agency, higher education,  
and media teams**

**Strategic lead for  
omnichannel campaigns  
supporting healthcare,  
higher ed, and civic  
engagement clients**

**Former adjunct professor  
in digital marketing with 7  
years of instructional  
experience**

**Proven ability to align  
media operations with  
big-picture brand  
objectives and day-to-day  
execution**

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## TODD KRISE

Director of Account Strategy

**LinkedIn:** <https://www.linkedin.com/in/toddkrise/>

Todd Krise brings over **15 years** of experience in strategic marketing, integrated communications, and omnichannel media strategy across public and private sector clients.

### Current Role

#### **Leap Group / (amp) – Louisville, KY**

*Director, Account Strategy 2023–Present*

*Senior Account Manager 2021–2022*

- Leads omnichannel strategy and planning for digital campaigns across healthcare, higher education, and civic organizations
- Facilitates and manages the Media Operations team, aligning strategy with tactical execution to meet long-term goals and real-time performance targets
- Oversees campaign execution, messaging alignment, and KPI delivery across multichannel media plans
- Supports enterprise-level accounts with tailored marketing solutions that drive measurable engagement and ROI

### Experience Prior to (amp)

#### **Vimarc – Louisville, KY**

*Director, Integrated Communications 2014–2021*

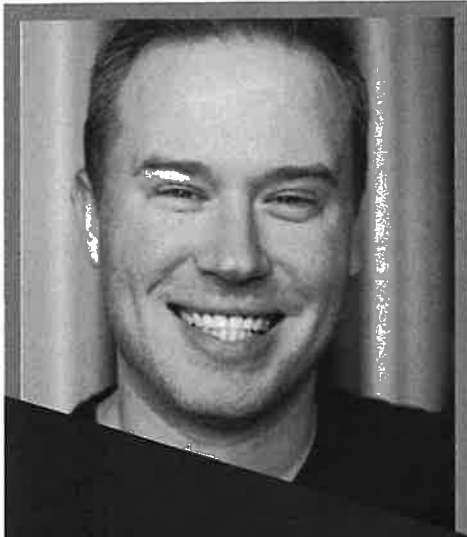
- Led cross-functional strategy across content, media buying, and digital teams for regional and national clients
- Directed content distribution across digital, social, and owned channels to maximize engagement
- Collaborated with creative and media departments to align integrated communication plans with business objectives
- Identified and implemented improvements in interactive services for both agency operations and client campaigns

#### **Spalding University – Louisville, KY**

*Adjunct Professor 2014–2021*

- Taught two advanced undergraduate digital marketing courses
- Topics included SEO, email, mobile, display, social media marketing, and performance analytics
- Helped students apply real-world techniques to simulated campaigns using major ad platforms
- Supported professional development by connecting curriculum to in-demand marketing roles

STAFF QUALIFICATIONS  
**MEET OUR TEAM**



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**15+ years of experience  
leading integrated  
marketing and  
communications across  
agency, higher education,  
and media teams**

**Strategic lead for  
omnichannel campaigns  
supporting healthcare,  
higher ed, and civic  
engagement clients**

**Former adjunct professor  
in digital marketing with 7  
years of instructional  
experience**

**Proven ability to align  
media operations with  
big-picture brand  
objectives and day-to-day  
execution**

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## **TODD KRISE**

Director of Account Strategy

### **Additional Freelance Consulting – Louisville, KY**

#### *Marketing Strategist - Ongoing, Various Projects*

- Provided strategic communications consulting for small businesses and nonprofits
- Delivered brand messaging and campaign blueprints aligned with audience insights
- Supported website launches, SEO audits, and marketing automation implementations
- Created reporting dashboards to track channel performance and campaign impact

**EXPERTISE:** Omnichannel campaign strategy, integrated communications, media operations management, strategic planning, content strategy, digital performance reporting, marketing education, and client relationship leadership.

**EDUCATION:** Master of Science in Business Communication, Spalding University (2015); Bachelor of Science in Journalism, West Virginia University (2008)



8+ years of experience in digital marketing, campaign content creation, and social media strategy

Led content strategy and creative development for multi-platform campaigns for Eli Lilly and True Food Kitchen

Executed influencer campaigns that improved brand authenticity and visibility across verticals

Supported digital activation for major national events, including the Kentucky Derby

Raised over \$100,000 through event fundraising and improved user experience via web and social optimizations

## MOLLY KENNEDY

Senior Social Media Manager

**LinkedIn:** <https://www.linkedin.com/in/mokenn/>

Molly Kennedy brings over **8 years** of experience in digital media, social content strategy, and cross-platform campaign execution for national brands across healthcare, lifestyle, and public sector clients.

### Current Role

#### Leap Group / (amp) – Indianapolis, IN

*Senior Media Manager* 2019–Present

**Clients:** Eli Lilly, American Kennel Club, True Food Kitchen, Summit Brands

- Develops multi-platform media strategies using advanced targeting, behavioral insights, and A/B testing to increase engagement and conversion
- Leads creative production for social ads, including photography, videography, and platform-optimized content in partnership with creative teams
- Executes influencer marketing programs, including outreach, contract negotiation, and campaign integration aligned with brand goals
- Supports content development for Meta, LinkedIn, and TikTok, leveraging trends and format-specific best practices to drive audience engagement

### Experience Prior to (amp)

#### Kentucky Derby – Louisville, KY

*Content Manager (Freelance)* 2020–Present

- Collaborates with event stakeholders to develop multimedia content supporting digital audience engagement during major event windows
- Contributes to maintaining brand consistency and growing online presence across high-profile channels

#### Freelance Social Media & Creative Consultant – Indianapolis, IN

*Social Media Manager / Photographer / Videographer* 2016–Present

- Partners with small businesses to build their digital presence across Instagram, Facebook, and other platforms
- Designs and executes social media strategies tailored to brand voice and target demographics
- Delivers high-quality visual content including photography and video to support client storytelling and digital campaigns
- Analyzes performance metrics and adjusts strategy to increase reach, engagement, and conversion



STAFF QUALIFICATIONS  
**MEET OUR TEAM**



## **MOLLY KENNEDY**

Senior Social Media Manager

**MainGate Inc. – Indianapolis, IN**

*Digital Content & Social Media Assistant 2017–2018*

- Created and scheduled content to support merchandise and event promotion
- Contributed to integrated campaign execution for branded partner properties in sports and entertainment

**EXPERTISE:** Social media strategy, digital campaign planning, influencer marketing, paid media content creation, photography and videography, audience engagement, social analytics, content optimization, and cross-functional collaboration.

**EDUCATION:** Bachelor of Arts in Psychology, Indiana University – Bloomington

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**8+ years of experience in digital marketing, campaign content creation, and social media strategy**

**Led content strategy and creative development for multi-platform campaigns for Eli Lilly and True Food Kitchen**

**Executed influencer campaigns that improved brand authenticity and visibility across verticals**

**Supported digital activation for major national events, including the Kentucky Derby**

**Raised over \$100,000 through event fundraising and improved user experience via web and social optimizations**

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*D. A listing of other contracts under which services similar in scope, size, or discipline to the required services were performed or undertaken within a previous period of time, as specified in the Request for Proposal; and,*

### **Similar Contracts**

Our team brings deep experience working with public sector clients and complex municipalities. Below are contracts, and notable cities where we have delivered branding, marketing, and creative work for:

- **City of Fort Worth:** Recently awarded a partnership with the City of Fort Worth Environmental Services Department to deliver strategic, equity-focused marketing and outreach services that elevate community engagement across digital, print, and in-person channels to encourage recycling, prevent littering, and protect the environment . Through a task-order-based contract, we will develop and implemented creative campaigns, educational materials, and culturally inclusive content that supported the City's environmental initiatives and reinforced public awareness of key sustainability goals until 2029.
- **Cheltenham Township:** Recently completed a branding engagement with Cheltenham Township, Pennsylvania, to create a modern, unifying logo suite that reflects the Township's identity and supports its growing public-facing presence ahead of key civic milestones such as America250. Our team delivered a comprehensive brand solution—including multiple logo concepts, adaptable marks, and optional tagline and brand guide development—that streamlined the Township's visual communications across departments and digital and print platforms.
- **Hamilton County Public Health Department** - Played a key role in launching Michelle Obama's *Let's Move!* campaign in Cincinnati and Hamilton County, Ohio, promoting healthier foods in schools, community gardens, and safe parks. Through a multi-channel strategy—including TV, radio, digital, OOH, and interactive tools like GIS mapping and a dedicated website—the campaign successfully engaged the community and empowered families to embrace a healthier lifestyle.
- **City of Mason, Ohio** – Developed a distinctive brand identity for the City of Mason, Ohio, reflecting its growth, economic vision, and community values, while creating a cohesive visual and messaging framework to support the city's branding and civic engagement efforts.
- **Louisville Water Company** – Conducted a comprehensive rebranding for Louisville Water Company, including research, brand strategy development, and the creation of a new visual identity and messaging framework to strengthen its presence and communicate its commitment to quality water and community service.
- **Belle of Louisville** – Redesigned the website for the Belle of Louisville, modernizing its digital presence and improving the user experience by streamlining branding, enhancing ticketing and donation platforms, and making the site more accessible for visitors and supporters.

- **Chicago Chamber of Commerce** – Collaborated with the Chicago Chamber of Commerce to design and produce materials that promoted memberships, highlighted benefits and initiatives, and provided educational content to the Chicagoland community.
- **City of Waco** – Designed and developed a distinctive website for the City of Waco, capturing the city's independent spirit and renaissance, offering a user-friendly digital space where residents, business owners, and city officials can easily access the tools and information needed to live, work, and explore Waco.
- **City of Ennis** - Delivered a comprehensive suite of design, printing, and mailing services for the City of Ennis, producing high-quality promotional materials, large-format prints, and custom items while ensuring timely delivery and adherence to USPS standards, all aligned with the city's branding and event needs.
- **Town of Gilbert Office of Economic Development** : Partnered with the Town of Gilbert Office of Economic Development to develop and execute a data-driven, multi-channel media strategy designed to elevate Gilbert as a premier destination for business, talent, and innovation. Our work included strategic media planning, precision audience targeting, and cross-platform media buying—combined with curated publisher partnerships that brought Gilbert's story to life across high-impact channels. The result was a highly efficient campaign that increased brand awareness, deepened engagement with key audiences, and supported the town's broader goals of economic growth and community development.
- **State of Kansas Department of Administration** : Partnered with the State of Kansas to provide consumer and market research services, conducting surveys, focus groups, interviews, and in-depth qualitative and quantitative analysis. Our insights supported various state divisions by delivering data-driven strategies tailored to specific projects and audience needs across Kansas.

Leap Group's portfolio spans nonprofit, government, and commercial clients, giving us a unique perspective on how to build websites and campaigns that are both mission-driven and results-oriented. This range of experience ensures that we can design platforms that meet the accessibility and accountability standards of public agencies while delivering the engaging user experiences expected by today's audiences.

## Example Clients



### Award-winning agency

Leap Group has demonstrated a consistent ability to deliver complex branding projects for public agencies and institutions, blending creativity with strategic insights. Our work has been recognized by the American Advertising Federation, Davey Awards, The Telly Awards, Graphis, Print, HOW, and LogoLounge, and has been featured in *Design Alliance: Uniting Print and Web Design*. These projects exemplify our ability to deliver high-quality branding solutions that resonate with diverse stakeholders and align with long-term objectives.



***E. A plan giving as much details as is practical explaining how the services will be performed.***

Please see detailed approach and work plan below.

**3.3 SUFFICIENCY OF PROPOSAL**

***Respondents must submit proposals which sufficiently address each requirement and service outlined in Section II above. The Respondent shall provide information specifically describing their approach to providing each service listed, the manpower which will be devoted and required to fulfill each task, and the proposed schedule of time required to complete each task. Respondent shall identify all employees by name who will participate in this contract and the nature and scope of the duties and responsibilities of each such employee.***

**Approach to Scope of Services, Staffing, and Schedule**

Leap Group will deliver the full scope of marketing and communications services requested in Section 2 of the RFP, covering Marketing Strategy (2.1.1), Marketing Materials Design (2.1.2), and Evaluation of Communication and Marketing Results (2.1.3), through our integrated five-phase methodology and dedicated cross-disciplinary team.

Our structure ensures every component of the contract is managed by experienced, full-time staff within Leap Group, no subcontractors, allowing for seamless coordination, transparent reporting, and consistent quality throughout the three-year engagement.

**Alignment with Required Services****Marketing Strategy (RFP 2.1.1)**

Leap Group will assist OST in developing and implementing both annual and long-term marketing strategies. Each year, our team will collaborate with OST staff to build an integrated marketing plan that supports all programs, MPACT, MACS, Unclaimed Property, and the Executive Office's initiatives.

**Key Responsibilities:**

- Annual planning workshops with OST leadership and program teams.
- Strategy development for paid, earned, and owned media channels (TV, radio, print, digital, and event-based outreach).
- Message and creative alignment across civic organizations, employer partnerships, and community events.
- Consultation and asset support for website content and updates.
- Coordination of public affairs and media relations on behalf of the Executive Office.

**Staff Assigned:**

Walter Harris (Project Oversight), Todd Krise (Account Strategy), Kenny Friedman (Creative Direction), Ryan Smith (Media Integration), Ruby DeWitt (Media Strategy), Dr. Timothy Sauer (Research), Laura Valentine (Market Research).

**Timeline:**

- **Year 1 (Q1–Q2):** Discovery, research, and development of inaugural OST Marketing Strategy.
- **Years 2–3:** Annual strategy refresh aligned with prior-year performance reports and new OST priorities.

**Marketing Materials Design (RFP 2.1.2)**

Following strategy approval, Leap Group will concept, design, and produce a comprehensive suite of materials that support each OST program while maintaining a unified statewide brand.

**Key Responsibilities:**

- Develop taglines and messaging frameworks approved by OST.
- Design and production of printed and digital materials, including:
- MPACT Enrollment Booklet (application, rules, disclosures, forms).
- Single-sheet flyers and fold-over brochures for MACS and Unclaimed Property.
- Posters, banners, and event displays for fairs, conventions, and schools.
- Digital and direct-mail templates for online outreach and email campaigns.
- Provide technical assistance with website content and layout updates to ensure accessibility (WCAG 2.1 AA) and design consistency.

**Staff Assigned:**

Kenny Friedman (Executive Creative Director), Madison Asher (Associate Creative Director), Christina Kopyay (Senior Designer), Kim Pegram (Brand Implementation), Shane Doyle (Art Director), Taylor Cochran (Creative Producer), David Carrero (Production), Ember Marr (Executive Producer).

**Timeline:**

- **Year 1 (Q2–Q4):** Full design and production of initial collateral suite and digital assets.
- **Years 2–3:** Rolling updates, new campaign creative, and adaptations as OST programs evolve.

**Evaluation of Communication and Marketing Results (RFP 2.1.3)**

Leap Group will measure awareness, participation, and message impact for each OST initiative through a continuous improvement framework led by our analytics division, (human)x.

**Key Responsibilities:**

- Establish baseline metrics for each program (enrollment, claims, awareness, engagement).
- Develop campaign dashboards integrating web analytics, media reach, and participation data.
- Conduct post-campaign analyses for major milestones such as MPACT enrollment or Unclaimed Property events.
- Present quarterly and annual performance reports with actionable recommendations.

**Staff Assigned:**

Dr. Timothy Sauer (Research Director), Laura Valentine (Senior Market Research Analyst), Ryan Smith (Media President), Ruby DeWitt (Media Strategy), Jordan Turner (Media Director), Molly Kennedy (Senior Media Manager).

**Timeline:**

- **Ongoing:** Quarterly dashboards and annual communications results reports.
- **Year 3:** Comprehensive three-year performance review and recommendations for next contract cycle.

**Manpower Commitment and Resource Allocation**

The following team members will lead and support OST's engagement over the full three-year contract. Staffing levels are scalable based on project volume and seasonal needs (e.g., MPACT enrollment).

Name	Title / Role	Estimated Availability	Key Responsibilities
<b>Walter Harris</b>	Director of Client Services / Project Oversight	25 %	Primary point of contact; ensures quality, timeline adherence, and strategic alignment.
<b>Ember Marr</b>	President (spark) / Executive Producer	20 %	Oversees creative production and content delivery; manages resource allocation.
<b>Kenny Friedman</b>	VP, Executive Creative Director (matter)	25 %	Leads creative vision and campaign integration across programs.
<b>Ryan Smith</b>	President (amp)	20 %	Directs media analytics, ROI measurement, and research integration.

<b>Ruby DeWitt</b>	VP of Media Strategy	25 %	Leads media planning, execution, and performance optimization.
<b>Madison Asher</b>	Associate Creative Director	30 %	Oversees daily creative development, copywriting, and asset production.
<b>Christina Koplyay</b>	Senior Designer	25 %	Designs print, digital, and environmental assets for all programs.
<b>Kim Pegram</b>	Director of Brand Implementation	20 %	Ensures brand consistency, accessibility, and visual standards.
<b>Shane Doyle</b>	Art Director	25 %	Oversees visual layout and collateral execution.
<b>Taylor Cochran</b>	Creative Producer	30 %	Manages production schedules, vendor coordination, and delivery tracking.
<b>David Carrero</b>	Director of Production	25 %	Oversees design and production workflow; maintains quality standards.
<b>Dr. Timothy Sauer</b>	Director of Research (human)x	25 %	Leads all measurement, evaluation, and insights reporting.



<b>Laura Valentine</b>	Senior Market Research Analyst	25 %	Conducts qualitative / quantitative research and reporting.
<b>Jordan Turner</b>	Director of Media	30 %	Manages media planning and buying across platforms.
<b>Todd Krise</b>	Director of Account Strategy	30 %	Manages client communication, schedules, and cross-team coordination.
<b>Molly Kennedy</b>	Senior Media Manager	30 %	Executes media buying, placement, and performance reporting.

All team members are permanent employees of Leap Group, available throughout the full contract period. Adjustments to time allocations will be made collaboratively with OST as project needs shift.

#### **Proposed Schedule and Duration**

Leap Group's proposed work plan spans the three-year term, organized into recurring annual cycles:

<b>Year</b>	<b>Primary Milestones</b>
<b>Year 1 (2026)</b>	Project kickoff, discovery, and research; develop comprehensive marketing strategy; produce initial collateral suite; deploy first-year campaigns.
<b>Year 2 (2027)</b>	Strategy refresh; ongoing campaign execution and optimization; continued content updates and event support; quarterly and annual performance reporting.

Year 3 (2028)	Long-term campaign optimization; final strategy assessment and reporting; transfer of assets, templates, and dashboards for sustained internal management.
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Throughout the contract, Leap Group will maintain continuous collaboration with OST staff through biweekly project check-ins, quarterly performance reviews, and annual planning sessions, ensuring full transparency and alignment with OST priorities.

### Conclusion

Leap Group's integrated approach combines strategic planning, creative development, and performance measurement under one coordinated structure. Each phase of the three-year engagement is managed by dedicated personnel with defined responsibilities and measurable deliverables.

This structure ensures that OST receives a communications and marketing partnership that is strategic, transparent, and adaptable, capable of evolving alongside the needs of Mississippi's citizens and the Treasurer's mission to foster financial confidence statewide.

## 3.4 FEE INFORMATION

*All Respondents shall provide detailed price per hour for each type of consulting service to be provided and for each category/level of staff to be involved. Pricing for media placement and buying services should clearly delineate any commissions or fees to be charged based on the amount of media purchased, including any volume breakpoints or discounts. Production charges should delineate cost per unit produced and any details that describes how the charge was formulated. All charges must be identified, the basis for determining these charges, and how these charges are applied. Respondents should also clearly indicate any additional quantity price breaks available to the Agency for quantities of consulting time used.*

### Cost Proposal

The following represents Leap Group's proposed cost structure based on the scope of work outlined in the Mississippi Office of the State Treasurer's RFP. These estimates reflect OST's ongoing communications and outreach needs across strategic planning, brand and content development, production, and media management.

All pricing is flexible and scalable, allowing OST to adjust the level of support as program priorities evolve. Leap Group acknowledges the Mississippi Office of the State Treasurer's anticipated total contract amount of approximately \$685,000 over a five-year period and confirms that our proposed costs will not exceed this budget threshold.

### Hourly Fee Structure

Name	Title / Role	Responsibilities	Hourly Rate (USD)
<b>Walter Harris</b>	Director of Client Services / Project Oversight	Assigns and supervises Project Manager; ensures client satisfaction, delivery excellence, and cross-team collaboration.	<b>\$140</b>
<b>Ember Marr</b>	President, (spark); Executive Producer	Provides executive oversight; aligns project vision with client goals; ensures high-quality production execution.	<b>\$140</b>
<b>Kenny Friedman</b>	VP, Executive Creative Director, (matter)	Leads creative direction; oversees ideation; ensures creative outputs align with OST's goals.	<b>\$140</b>
<b>Ryan Smith</b>	President, (amp)	Provides strategic leadership; ensures Leap Group's approach aligns with OST's objectives and program metrics.	<b>\$140</b>
<b>Ruby DeWitt</b>	VP of Media Strategy	Leads integrated media strategies; ensures campaigns are data-driven, equitable, and measurable.	<b>\$140</b>

<b>Kim Pegram</b>	Director of Brand Implementation	Oversees brand standards application across all platforms to ensure consistency and compliance.	<b>\$130</b>
<b>Dr. Timothy Sauer</b>	Director of Research, (human)x	Leads research initiatives; analyzes audience insights, awareness trends, and performance data.	<b>\$130</b>
<b>Jordan Turner</b>	Director of Media	Oversees planning and buying across digital, traditional, and emerging platforms; manages media reconciliation.	<b>\$130</b>
<b>Todd Krise</b>	Director of Account Strategy	Manages client relationships; ensures seamless execution and alignment with OST objectives.	<b>\$130</b>
<b>Madison Asher</b>	Associate Creative Director	Supports creative strategy and execution across digital and video media; ensures messaging consistency.	<b>\$125</b>
<b>Shane Doyle</b>	Art Director	Develops visual concepts and executes campaign design for digital,	<b>\$125</b>

		print, and broadcast.	
<b>Taylor Cochran</b>	Creative Producer	Manages logistics for video and multimedia projects; coordinates schedules, shoots, and asset delivery.	<b>\$125</b>
<b>David Carrero</b>	Production Specialist	Creates animation and multimedia assets; supports video content for digital and social campaigns.	<b>\$125</b>
<b>Laura Valentine</b>	Senior Market Researcher	Develops insights, produces analytics, and reports campaign outcomes.	<b>\$125</b>
<b>Christina Koplyay</b>	Senior Designer	Designs assets for print, digital, and outreach collateral; ensures brand consistency and accessibility.	<b>\$120</b>
<b>Molly Kennedy</b>	Senior Media Manager	Executes media buys across channels; manages placement, pacing, and performance tracking.	<b>\$120</b>