



Da Lit Co.

EST. 2019

MODERN COMMUNICATIONS....*Da best for you.*

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Our plan on how to increase consumer engagement.

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Explaining why Da Lit. Co is the best choice for you.

01

ABOUT US



OUR TEAM

Dalia Ferrufino



Art & Media Director

Nicholas Polk



Operation Manager

Tea Todman



Creative Director



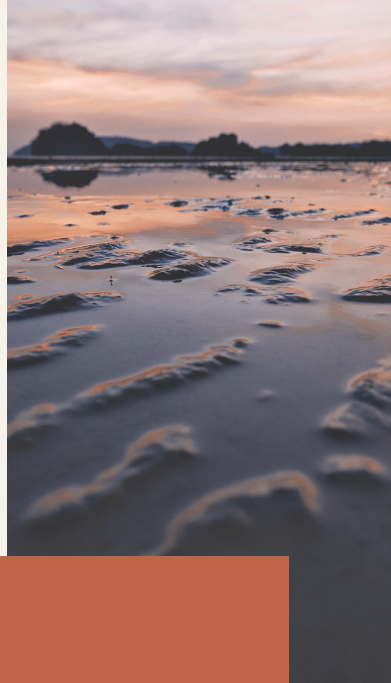
Da Lit Co. was founded in Huntsville, Texas in 2019. Our company first began to provide services for local artist and businesses in Texas. Da Lit Co. has since branched out to a more global market. We now provide services for affluent businesses, artists, content creators and celebrities.



OUR STORY

VISION

Provide services that successfully reflect the unique aspects of our clients.



MISSION

Our mission is to provide high quality advertising & marketing, that is delivered with innovation and ingenuity.



02

MARKET ANALYSIS



AUDIENCE DEMOGRAPHICS

GENDER



40%
Women



60%
Men

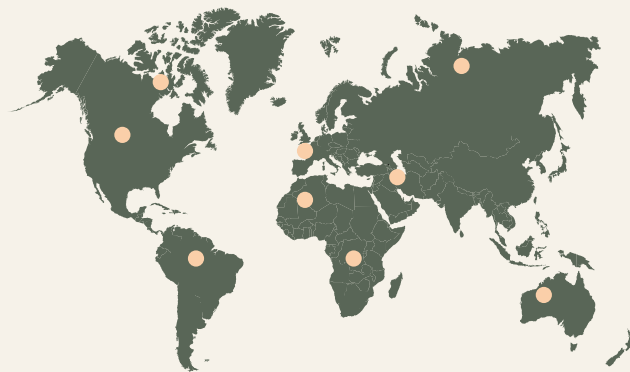
AGE



40%
18-27

60%
23-35

NATIONALITIES



INTERESTS



Lifestyle Bloggers, Content Creators, Entertainers

CLIENTS



Ariana Grande
American Singer,
Songwriter and Actress



Mario Lopez
American Actor and
Entertainment Journalist



Laura Lee
American Makeup artist,
Youtuber, and Blogger

03



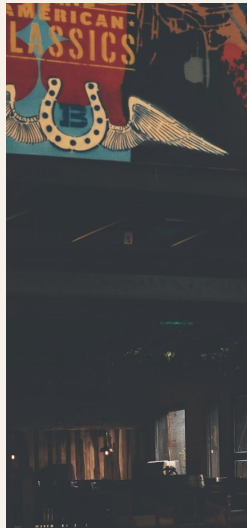
GOALS & STRATEGY

GOALS



1.

Identifying the target audience (the ideal publics)



2.

Drafting PR goals and PR objectives



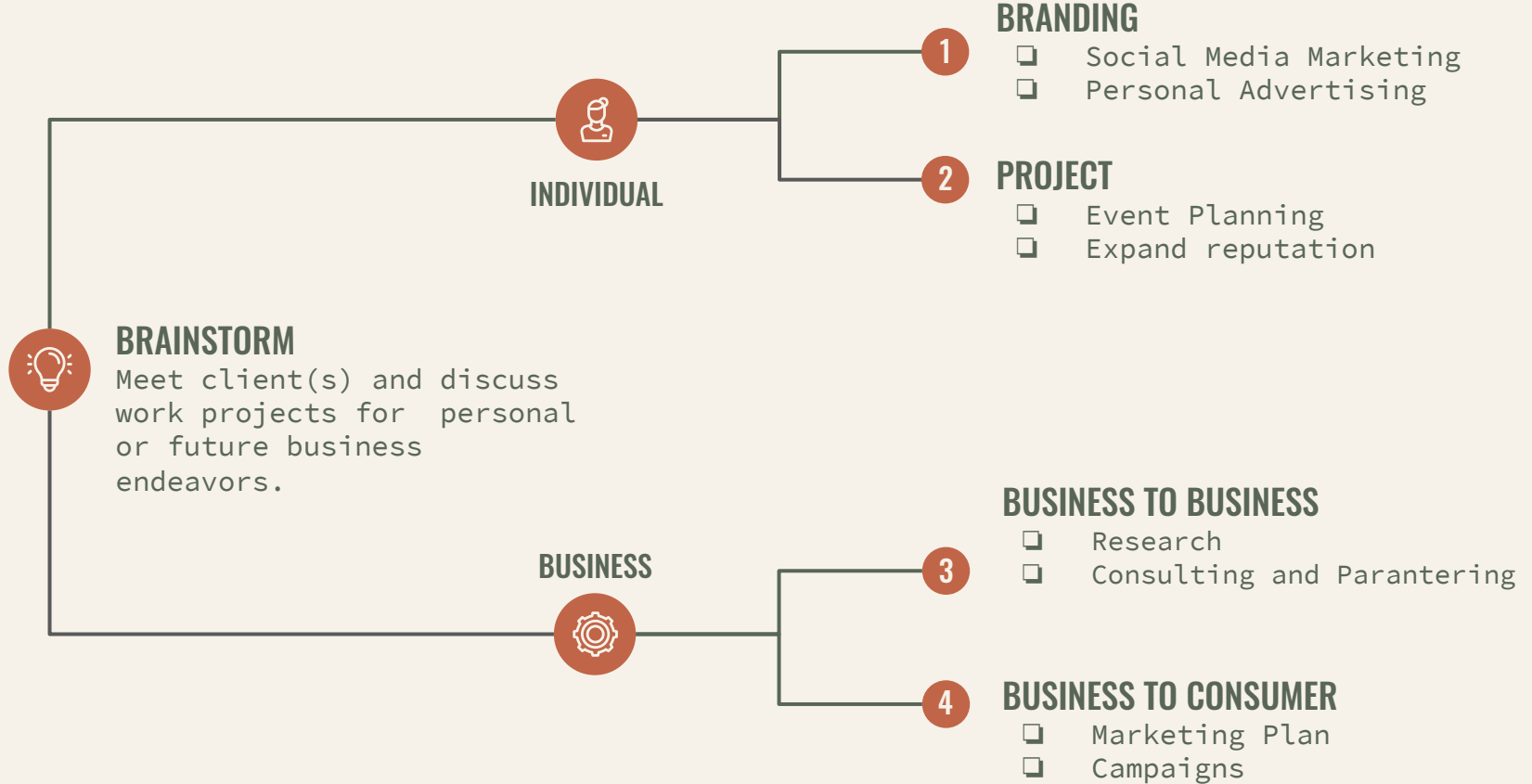
3.

Raising awareness;
Generating interest;
Promoting goodwill;
Reinforcing/enhancing brand image



4.

To maintain success and improve business/brand overall





Portfolio

04

MODERN COMMUNICATIONS...

Da best for you.

The design style at Da Lit Co. is influenced by the latest styles and trends in design. Our digital designs incorporate different aspects of popular design techniques, thus allowing us to produce and create compositions that are both minimal and contemporary. Our design style showcases the individuality of each of our clients. We are determined to create a cohesive theme that successfully reflects the aesthetic and brand of our clients.

Nicholas Polk

Public Relations, Advertising, and Technical Writing

Dalia Ferrufino

Chief Executive Officer

- (832)520-4852

- Dsf011@shsu.edu

Social Media

Instagram- @DA'FINO

Twitter- @DA'FINO

Facebook- @DA'FINO

Services:

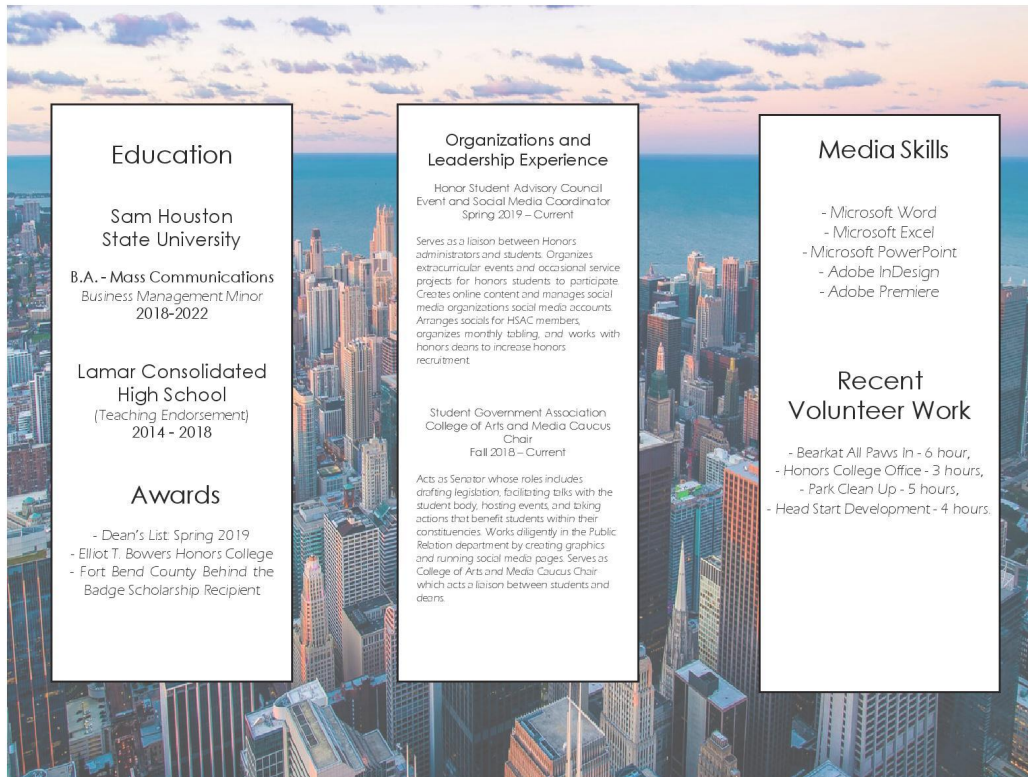
Consulting for:

- Advertising
- Public Relations
- Event Coordinating
- Strategy Development
- Media Relations
- Social Media Marketing

If you can't make it G❀❀D,
make it



Michael Rowley



Education

Sam Houston
State University

B.A. - Mass Communications
Business Management Minor
2018-2022

Lamar Consolidated
High School
(Teaching Endorsement)
2014 - 2018

Awards

- Dean's List Spring 2019
- Elliot T. Bowers Honors College
- Fort Bend County Behind the Badge Scholarship Recipient

Organizations and Leadership Experience

Honors Student Advisory Council
Event and Social Media Coordinator
Spring 2019 - Current

Serves as a liaison between Honors administrators and students. Organizes extracurricular events and occasional service projects for honors students to participate. Creates online content and manages social media organizations social media accounts. Arranges socials for HSAC members, organizes monthly tabling, and works with honors deans to increase honors recruitment.

Student Government Association
College of Arts and Media Caucus
Chair
Fall 2018 - Current

Acts as Senator whose roles includes drafting legislation, facilitating talks with the student body, hosting events and taking actions that benefit students within their constituencies. Works diligently in the Public Relation department by creating graphics and running social media pages. Serves as College of Arts and Media Caucus Chair which acts as a liaison between students and deans.

Media Skills

- Microsoft Word
- Microsoft Excel
- Microsoft PowerPoint
- Adobe InDesign
- Adobe Premiere

Recent Volunteer Work

- Bearkat All Paws In - 6 hour,
- Honors College Office - 3 hours,
- Park Clean Up - 5 hours,
- Head Start Development - 4 hours.

“Some people dream of success, while other people get up every morning and make it happen.”

- Wayne Huizenga

The Contour

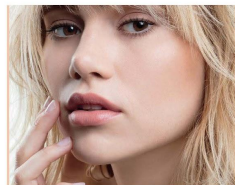
November 2019

SEPHORA

Sephora update



Sephora stores were closed one hour for diversity training. Sephora employees had an incident with R&B star SZA after an employee called security to monitor her while she was shopping. They hosted a "one hour inclusivity workshop". To teach employees that Sephora does not stand for excluding or targeting anyone for their race or ethnicity.



1. Pat McGrath: Sublime Perfection Foundation



2. Urban Decay Stay Naked Correcting Concealer



3. Glow Recipe Avocado sleeping mask



4. Olaplex No. 7 Bonding Oil



5. Fresh Sugar Strawberry Exfoliating Facewash



Top 5 Fall Must Haves!!

Go to page 2 for Influencer makeup lines!

New Baskets!

A European Sephora location had an idea to help with customers experiences in stores. Different colored baskets would facilitate the lives of the employee and customer. If the customer wanted to have assistance then they would pick up a red basket, but if they grabbed a black basket then you would want to be left alone. Many are excited about this new addition to the store and customers are hoping that it will be inserted into stores in the United States.



Color Coded Baskets to help customers!

Vol. 98

No.16

TM
IKEA

Cheerier Interior



◆ Food Highlight: Basque Burnt Cheesecake

A Festive Dessert

Basque cheesecake originated in Basque, Spain in a restaurant called 'La Vina'. This cheesecake boasts a smoky outer core paired with a silky center. Every bite will melt in your mouth. This recipe uses no flour, thus enhancing the rich flavor of cream cheese. Eat it plain or top it with powder sugar or a sweet fruit compose. This cheesecake is both delectable and delightful. It will surely be a highlight at any event. ✱

RECIPE ON PAGE 2.

Autumn Atmosphere

As the holiday season approaches a change in interior design is a must. Spritz up your fall gatherings by adding in some festive decorations that will turn your home into the perfect party venue. Autumn is all about warm tones; with a few changes your home can obtain a cozier aura.

Hosting many guests at your home may be a challenge. However, there are two simple ways to spruce up your interior design for a party. Try to cozy up your corners by adding in some mood lighting. Instead of bright iridescent lights, opt for more warm tone light fixtures that will help create a more intimate atmosphere. Make your seating areas more inviting by decorating them with wool and textured throws. Finish off the autumn atmosphere look with velvet or satin finished pillow covers. ✱



◆ Tip: Add fairy lights to jars for a magical touch.



*Andrews
Advertising
Agency*

Let us brighten up your day!

Andrews Advertising Agency is a team dedicated to pop culture and social media marketing! Our creative staff is here to create and brand content just for you!

Contact Us!
AndrewsAds@gmail.com | +12814681220

Qualitea PR & Advertising



"Our Priority is Quality"

Providing quality assistance for all of your advertising needs for public relations ranging from digital artworks, social media management, and promotions.

For more information contact us at qt.advertising@gmail.com
Phone: 170-078-9356

Why Me?

- Creative
- Hard Worker
- Competitive

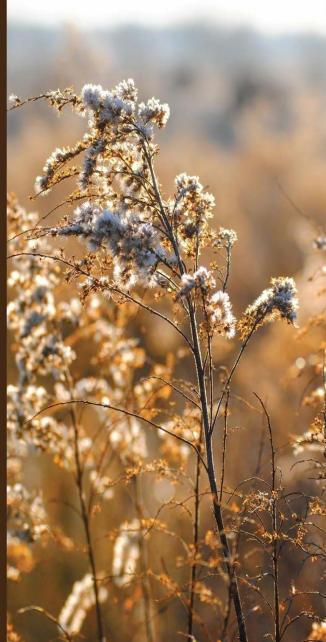
I have a great attention to detail and have strong and effective communication skills, so that I can make sure my services will be successful. My organization, creativity and boldness will make sure that my services will stand out from any other competitors you may have.

References

- Jacob Walker- Intramural & Club Sports Coordinator
(936) 294-3358
- Cameron Boedecker- Design for PR & Advertising TA
(830) 914- 3833

"This is the season she will make beautiful things not perfect things but honest things taht speak to who she is and who she is called to be."

- Morgan Harper Nichols



Dalia Ferrufino

Da'Fino
PR & Advertising
Agency



Contact Info:

 (832) 520-4852

 Dsf011@shsu.edu

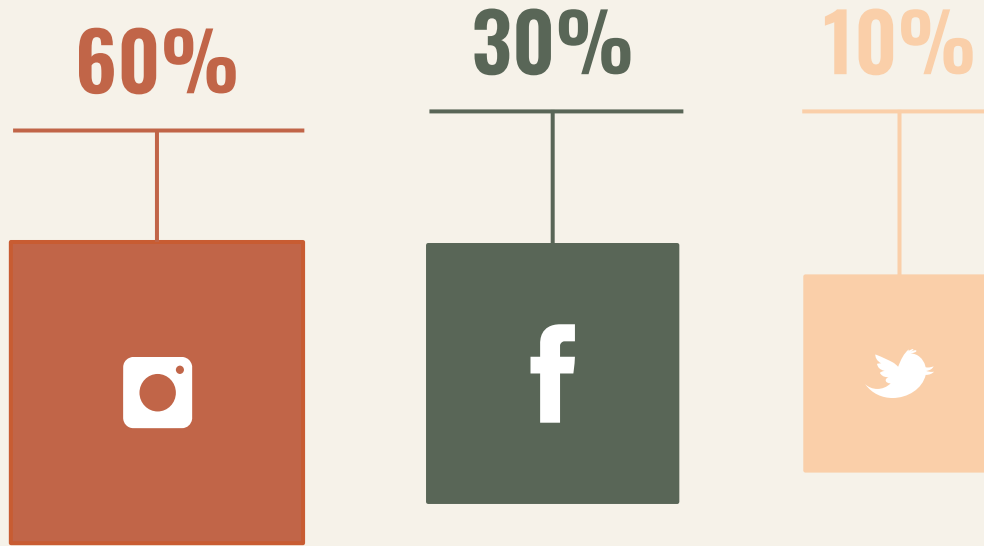
 @daliasofia_

05

ENGAGEMENT



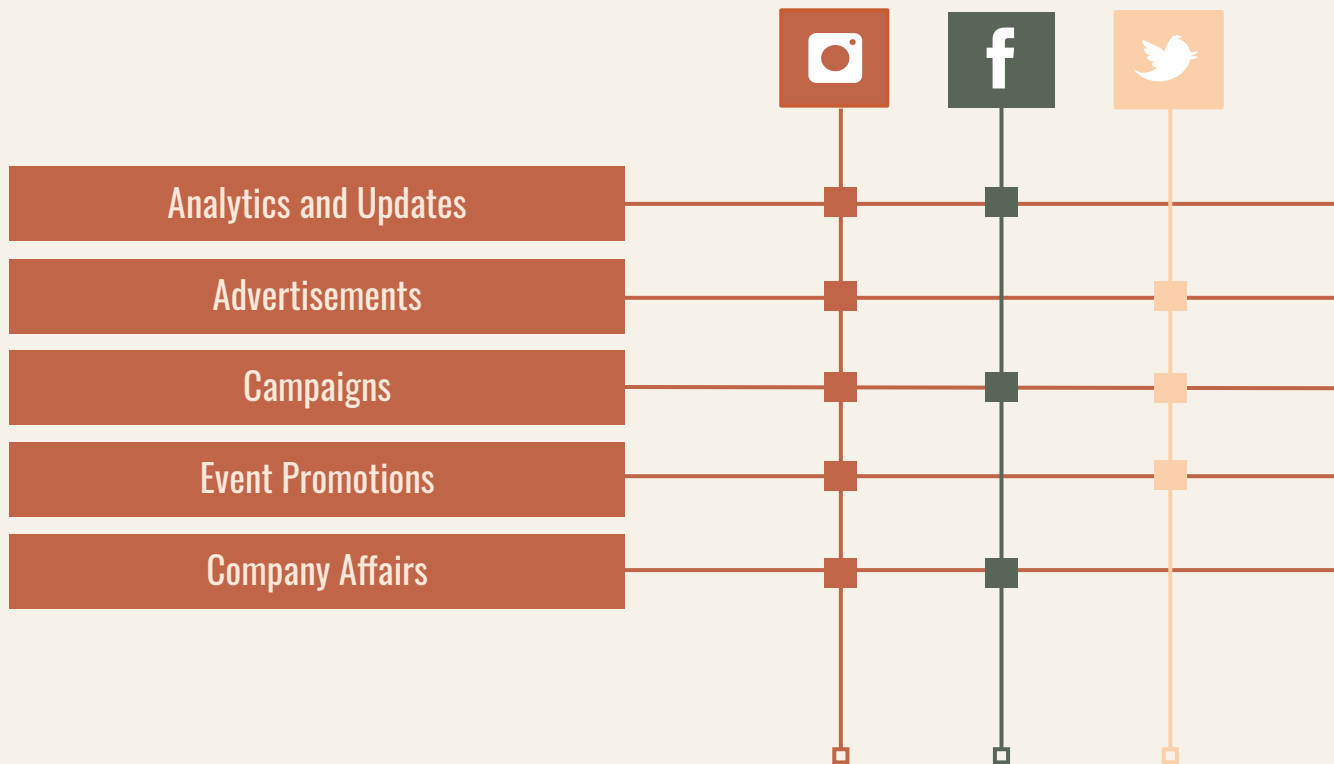
TOP SOCIAL NETWORKING SITES



Da Lit Co. is a digital savvy firm that has found social media to be a driving force in our industry. Shown above is how active our company is on these platforms.



CONTENT SHARING PLAN



06

Conclusion



CALENDAR

We created advertisements for PR firms that specialize in advertisements.

AUGUST

DECEMBER

We collaborated with non-profit organizations to create invitations for fundraising events.

Promotional posters for social media campaigns.

SEPTEMBER

JANUARY

Social media campaign for Clean & Clear for their upcoming skin care line.

Business cards for entrepreneurs.

OCTOBER

FEBRUARY

Help Target for advertising for the Spring seasonal products and sales.

We collaborated with for a motivational campaign.

NOVEMBER





We are the best PR and Adv firm for you if you want to work with people who pride themselves in creating inventive and modern content.

Da Lit Co. promises to provide high quality services in advertising and marketing. If you chose us to represent you, then you are solidifying your success for your envisioned goals. So why choose us?

Because Da Lit Co. is da best for you!

**WHY
CHOOSE US?**



Da Lit Co.

EST. 2019

THANK YOU!

Contact Us



dalitco@gmail.com



(936)-984-387



dalitco.com