

# IMC CLIENT PROJECT FLOW

## ACCOUNT LIAISONS

Trisha Smith	Kelly Hauflaire	Stacy Poca	Jen Huber	Dave Hosick	Jen Zentz	Sara Galer
New Programs	Undergraduate	Advancement	CELL	HR	Arts	Service Learning
Summer Camps & Conferences	SAL	Alumni	Facilities	Athletics	Student Affairs & Housing	Registrar
Licensing/Logo/Trademarks	Graduate	Professional Edge	Office of University & Mission	Accounting/Finance	Lugar Academy	IT
University Series	Financial Aid	Donor Communications	MEGA Center	University Police		Center for Aging & Community
	Summer Programs		Division for Professional Engagement	President's Office/Provost		

## INTEGRATED MARKETING & COMMUNICATIONS

- Research
- ROI
- Data Analytics
- Creative/Content

### Creative Services & Content Strategies

- Website
- Videography
- Branding
- Creative
- Photography
- Marketing Plans
- Copywriting
- Content Creation

### Communications Services

- Media Relations/Pitches
- Social Media
- Communication Planning
- Story Corps
- Email Marketing
- Content Creation
- Crisis Communications
- Internal Communications

## PROOFING/CLIENT REVIEW & FEEDBACK/TESTING

## ROLLOUT/LAUNCH