

ESPERANZA ENTERTAINMENT UNIT

My goal was to elevate the impactful initiatives of the widely-recognized competitive entertainment unit & quality music education program in OC.

I developed a communication plan including a unique website and a collection of brand assets for both email and web content that celebrate the program's nonprofit mission, positive community partnerships and performing groups.

Deliverables:

Brand Identity
 Website Design
 Logo Design
 Editorial Design
 Event Promotions
 Publicity Campaigns
 Sponsorship Kits

Impact:

- Implemented digital tracking strategy to existing communication tools.
- Grew unique visitors and organic search traffic.
- Increased engagement with open & click rates 2x the average for nonprofits.
- Expanded community partnership identity across editorial content.
- Facilitated and created sharable, reusable engagement elements.

ESPERANZA ENTERTAINMENT UNIT
 A TRADITION OF EXCELLENCE & AWARD WINNING ENSEMBLES

2014 HOLLYWOOD BOWL

2015 HAWAII INVITATIONAL

NYC JAZZ 2016
 NEW YORK CHARLES MINGUS
1ST PLACE

2020 JAZZ "SPIRIT OF ELLINGTON"
 LAS VEGAS

2018 LOYOLA UNIVERSITY CHICAGO COLOR GUARD

2021 SCSBOA CHAMPS
4TH PLACE

RENO JAZZ FESTIVAL
1ST PLACE

INCOMING FRESHMEN NIGHT

- May 2-4 COLORGUARD Workshops & Auditions 4-6pm
- May 5th ALL EEU Band Rehearsal 4-6pm & Parent Meeting EHS Theater 5pm

SUMMER CAMPS FOR 2022-2023

- June 20th-23rd Music Programs include:
 Masterclass & Reading Music
 Concert Band 8:00am-10:00am
 Jazz Band 10:30am-12:30pm (Improvisation/ Big Band)
- August 15th-26th Marching Band, 8:30am- 4:00pm

<https://chseu.org>



DESIGN MOOD



EEU COLORS



686969 050406 83161d eac61b

EEU Identity Elements:
 Design Strategy for collection of brand assets: unified color sets, music group photos and nonprofit mission keywords.
 WordPress Website: Original Navigation terms and Team Logo supported member expectations and provide primary headings terms and color codes.
 New Design includes responsive mobile layouts, site speed and search optimization with graphics & photos added to celebrate community support & program distinction.

November 29, 2022

PLEASE PLEDGE



GIVING TUESDAY

ALUMNI CONCERT & SCHOLARSHIP FUND

Thank You Donors & Sponsors

We are grateful to the following donors who have supported student learning and success in our music and color guard programs.



≡ Local Donors ≡



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ALUM