

Brief Discussion of Evaluator's Credentials:

Currently I am starting my 2nd year at Spearhead Sales & Marketing. My role is listed as Marketing Technology Specialist; handling all of the agency's website builds and build strategies, keyword planning and optimization using SEMRush, marketing automation through Ontraport, and streamlining digital advertising creation and budgets for Google, Facebook and Bing using Wordstream. I also own and run my own digital advertising agency - tacticalmarketing.com. With that, I also own and run a dropshipping business - tzlifestyle.com.

A typical day in my life usually involves integrating marketing automation in some form or fashion. Backing the marketing automation up with a strong skill set in Digital Advertising using SEMRush and WordStream, I create marketing strategies that seamlessly work together from website build all the way to the point of customer conversion. If you ever need help, advice, or a mentor I love talking business and would be happy to connect. I love strategy and creating new ideas.

When I'm not working, I spend my free time building and running side hustles. I thoroughly enjoy pushing my boundaries to their limits taking on a progressive approach to technology and learning about the next up-and-coming technological advancements. I'm not all work though. Having been a member of the Indiana University Waterski and Wakeboard team, I do find time in between work for a nice wake surfing session in the summer. If I'm not on the lake, I'm either playing golf or I'm at the sportsplex playing indoor soccer.

Previous Jobs Held:

1. Ascendant Orthopedic Alliance (South Bend Orthopedics) - Digital Marketing Director
2. Sorg Dodge - Goshen, IN - Digital Marketing Director
3. Federated Media - Warsaw, IN - Digital Specialist
4. Tranter Graphics - Syracuse, IN - Digital Marketing Manager
5. Pacers Sports & Entertainment - Indianapolis, IN - Marketing Specialist

Relationship of Evaluator to Student and subject matter:

My relations with Caitlin Stull and this project is fairly new and recent. I have never met Caitlin in person but I have seen her work and have found it to be thorough and exceptional thus far. She came aboard my radar through a professional connection: Chris Risse. I was excited to hear from someone who is looking to push their career boundaries and do something unique. Success comes from just trying what you believe. "You don't have to be great to start, but you have to start to be great!" - Zig Ziglar

Evaluation of the topic as appropriate for the creative endeavor:

From a creative standpoint, this is very unique. During my time at Indiana University and post collegiate years in the workforce, I have never come across a project quite like Caitlin's project. Based on a 10 point scale, I would give the creativity a 10 out of 10.

Evaluation of the student's approach:

Based on my brief knowledge of Caitlin and how I came across this project (while understanding the times we are dealing with during COVID-19 and all). I thought it was a great way to utilize her connections to develop more leads and connections. She showed great initiative taking a risk to reach out on the chance of receiving a potential “NO”. Today, I personally feel that people are scared to take chances based on the chance of not getting the answer they want to hear. With that said, Caitlin was prepared and it was clear to me that she was professional and organized. Coming prepared in advance is a great sign and is someone who I’m willing to take a chance on.

Evaluation of the body of the project:

The project overall, all though rather creative, is still a bit confusing to me initially out of the gate. I would have liked to see a video description about this project page. Since I don’t know a lot about Caitlin, a video would have been a little more personal and would have allowed me to connect with the project on a deeper level as a whole. Aside from that, would we be able to turn the recorded conversations that were transcribed, into a podcast? That would be really neat to hear the full conversation and hear the passion in the voices of the owners and leaders. More-so, there is still a little confusion to me about the benefits of this project for all parties. I think a bulleted point summation of all benefits would have been nice to see on the “About This Project” page. Benefits for Caitlin and for the Peer Review/Professional.

Evaluation of the student's work as contributing to the field:

All-in-all, Caitlin has provided a valuable asset to the marketing community and surrounding businesses of that community. Yes, she provided an avenue for young entrepreneurs and business owners to gain insights from prominent leaders in their community, but she also provided a subsequent avenue for surrounding (non-marketing) businesses to get an understanding of prominent marketing companies around the area. We have access to a wealth of knowledge and information. Uniting marketing leaders on one platform, together we can grow and push the boundaries of marketing together. It should not show us that we need to compete and be better, although, yes, business is pretty much cut-throat, but if we can all work together, we all serve a different purpose and bring our own unique strategies. Together, we can all make a difference and be prominent marketing public figures to our community with the help of Caitlin sharing all of our diverse backgrounds. I once heard a saying similar to this: “As one we can get work done quicker, but as a group of marketing professionals, we can get things done further.” - anonymous. Caitlin is pushing herself for something she believes in and in my eyes, this is the very essence of contributing to the field. Well done, Caitlin.