

COMM 4590

Section 5 Assignment I Job Description: Trainee-Intern Client Marketing Specialist

Referral Source: UCareer Path

Company: Holistic Web Presence

A. Tinklepaugh

Intern Trainee 2016 – Client Marketing Specialist

Holistic Web Presence LLC, a Salt Lake City based company, is looking for more staff to help with our client marketing activities. We are offering a *6-month internship to teach and train a qualified candidate in content marketing.*

This is primarily a creative role. The prerequisite for this position is therefore the ability to write in an accurate and entertaining manner. You will be asked to *interview clients, research subjects, and then produce interesting, engaging, technically accurate, and original content.* Good basic computer skills will also be very important for this role.

We provide excellent in-depth training in most aspects of digital marketing. Initially, this is a trainee position. There may be opportunities to stay on post-internship and significantly grow your earnings and skills across a diverse range of areas in the online marketing world. For example, you will be *creating local business listings, video editing, learning basic HTML, website posting, image optimization, search optimization, and social marketing.* *The foundation of all of this, though, is the ability to write and use a computer.*

This is not a sales internship, however, *the ability to communicate with clients on the phone, maintaining and building positive relationships will be important* and part of the role. *The ability to organize your own day, manage multiple concurrent projects and work with technical specialists in the team will also be important.*

This is a full-time position, however, *actual work hours are extremely flexible.*

- To apply for this position **email wade@holisticwebpresence.com** with your *resume and include at least a 500-word original article about a place that you have lived.*

Qualifications

- Advanced English writing skills: good grammar, the ability to write well, making researched content useful, interesting and potentially amusing.
- Good basic computer skills, office applications and at least a basic understanding of the Internet, search, websites and blogging.

Located somewhere within the Salt Lake Valley.

COMM 4590
Section 5 Assignment I Request for Interview Letter (email)
Referral Source: UCareer Path
Company: Holistic Web Presence
Position: Intern Trainee 2016, Client Marketing Specialist
A. Tinklepaugh

Wade,

I am sleeplessly interested in becoming your next Intern-Trainee Client Marketing Specialist. All of your listed prerequisites, especially the "advanced writing and engagement skills," are a perfect snapshot of my focus areas. I am a senior in Strategic Communication at the University of Utah. (Expected graduation: May 2017)

Opportunity for "in-depth training in digital marketing," will help me achieve my greatest ambition: to help others achieve great things using design, language and relevant content. I hope to leave the world better than I found it one word, sound byte or image at a time.

Attached are my Resume and a writing sample, *Misawa, Kokise*, for your consideration and review. Please reach me to arrange an interview, so I may demonstrate why I should be your next happy solution.

Irrepressibly Yours,

Abraham Tinklepaugh
Strategic Communication, May 2017
University of Utah

ABRAHAM TINKLEPAUGH

ABOUT

@a.tinklepaugh@utah.edu

I use media, language and design to help others achieve great things. My goal is to leave the world better than I found it one word, image or soundbyte at a time.

EXPERIENCE

Project Producer

Tracy Aviary, *Nature in the City*
December 2016 – present

- Landed project through creation of a Tracy Aviary video as part of a communication campaign/class project to increase membership at the aviary
- Lead production for Nature in the City educational video series
- Camera operation, video edits, creation of typography and motion graphics
- Coordinate shoots, set-up, shot lists, scripting and talent with Tracy Aviary staff

Freelance Features Writer & Editor

VP Research, University of Utah
September 2015 – present

- Craft feature articles for yearly faculty innovation report: *Innovate 2015*, promoted to Assistant Editor
- Write research features for annual publication: *Student Innovation @ The U, 2016*

Variety Podcast Producer & Blog Editor

kuteradio.org
August 2015 – February 2016

- Managed two Blog writers, and respective talent for each show
- Produced and staffed fall 2015 talk show broadcasts The Vet Set, and The Rostrum, an ongoing legacy program, that received more likes and shares than any other segment
- Edited The Geekwave Blog, and helped its writers create timely and superior content via weekly peer review and discussion

Producer

radioslcc.com
February – June 2014

- Created and produced all content, event commentary, actualities, news reports, commercials and social media promotion
- Never missed a show

Reporter/Contributing Writer

The Globe, Student Newspaper, Salt Lake Community College
June – September 2013

- Regularly published as a rookie journalist
- Wrote, edited and properly formatted Campus beat articles in AP-Style, for print, broadcast and web

EDUCATION

Communication (Strategic Communication), B.S.

University of Utah May, 2017

Hon., Mass Communication, A.S.

Salt Lake Community College Aug., 2015

Graphic Communication Technology, (CC)

Salt Lake Community College Sept., 2015

SKILLS/TALENTS



Writing & Editing
for Print, Web or
Broadcast



Video
Production



Podcast
Production/
Audio
Design



NICENESS
& Team
Coordination



Strategy,
Planning &
Creative
Development



Graphic
Communication
& Design



News writing,
reporting &
production



Client
Relations



Adobe Creative
Suite (CC, CS6)

HONORS/AWARDS

Real People, Real Stories Essay Contest Runner-up	Aug. 2016
Dean's List	Fall, 2015
University of Utah (4.0 Cum. GPA)	
Ida Mae Merit Scholarship	Spring 2014
University of Utah President's List	Aug. 2016
Salt Lake Community College Foundation Scholarship	Fall/Spring 2014
Salt Lake Community College Public Speaker Showcase	Fall 2013

SOCIAL/WEB

LinkedIn linkedin.com/in/abrahamtinklepaugh
ePortfolio kaulistudio.wix.com/studioword
Twitter umoja4545

Misawa, Kokise

By Abraham Tinklepaugh

It's a hot, daylong trek from Kisumu to Kokise, a remote village wedged along the reedy shores of Lake Victoria on the Kenya-side. Its people have lived along the eastern shore and to the south long before colonial Europeans arrived. They speak a tonal Luo dialect called Dholuo. Misawa means hello.

Kisumu is the principal port city of western Kenya, and its third largest. After Kampala, Kisumu is the second most important city in the Lake Victoria basin. Lake Victoria is the largest freshwater lake in the world, sharing a border with Kenya, Uganda and Tanzania.

I spent a lot of time in Africa growing up, but Kokise is one of the first memorable landfalls. Urban was a day's journey through a furnace of scrub, bramble and sand in any direction. It was home for the long holidays after scorching terms at Rift Valley Academy in the escarpment high above the capital city of Nairobi to the southeast.

My parents were brought in as professors to help found an Anglican seminary and missionary development institute, which now thrives. They are public servants of the worst kind who made sure my siblings and I had a stitch of the larger world in our pockets before we left home. They also taught me communication is a survival skill, and how to work a room.

Once off the tarmac road from Kisumu, I remember hours of gravel and then ochre-colored sand that ended with a cattle guard and a furrow of dirt. Our gatekeeper smoked a pipe and smiled a toothy welcome from beneath a shapeless hat. His deeply wrinkled grin and a swath of insect wings flashed past our headlights as he swung aside the spindly gate of branch and wire to let us pass.

St. John's shared space with a trade school whose big-blocked shadows greeted us from the dirt as we coasted in with the night. Fish oil lamps lit windows in thatched houses that dotted the dirt lane. No midtown traffic or city blare.

Mzee, the respected elder from the gate, walked ahead leading us to the sparsely prepared house waiting at the end of the compound closest to the lake. As gatekeeper and night watchman, he also hustled cigarettes and odd store goods for money.

Unloading loosened tired muscles after our long escape from the inhabited world. Our light was flame or flash until the diesel generator chugged to life shortly after full dark. It was an oily monster I'd eventually learn to resuscitate on my own for hot water or electricity to hear the news. That's probably why I miss it. We arrived late, and sweaty, but that first night I was nothing but eyes. P.O. Box 87, Nylima, Kenya, East Africa was my new address.

My room had a door onto a small porch at the back of the house. It looked over the garden at one of the largest lakes in the world whose coasts are full of Hippo, venomous Mambas and turtles big enough to snap off a leg. Leopards hunt her shores, and its Tilapia fish are big enough to feed small colonies.

I especially recall the unbelievably large flanks salted and drying on wooden racks in the sun. The taste is unforgettable. Succulent golden-fried chunks, fragrant broth, bittersweet greens and steamed maize cakes eaten with fingers at the fire. I remember boats, laughing bathers, taut sails bound for home and football-stars training with balls of tattered garbage. It's magnificent stuff beneath a canopy of impossibly bright stars.

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Section 5 Assignment I Memo: Mobile Payments in the U.S., 5th Edition

Source: Packaged Facts, Feb. 2016 (MarketResearch.com)

A. Tinklepaugh



MEMO

Date: 27 April 2016
To: Tor Myhren, VP of Marketing Communications
From: Apple B. Goode, Communication Specialist
Special Communication Projects
Cupertino Village, B7
apple.goode@apple.com
Subject: **Packaged Facts Report Summary**
Mobile Payment in the U.S., February 2016

Mobile Payment in the U.S., February 2016 report highlights opportunity and challenge a mobile payments ecosystem will have for launch of iPhone/7s Pro.

Packaged Facts forecasts increasing smartphone mobile payments, including emergent reliance on m-Commerce, Peer-to-Peer (P2P) and Point-of-Sale (POS) transactions.

Wireless recharge, a heroic suite of supremely easy to use Apps, and lifetime iPhone upgrades represent singular opportunity to move rewrite Apple's leading edge in personal communication technology.

When it comes to making payments, *Packaged Facts* resoundingly points out, "It's a mobile world."

Mobile Payments in the U.S., 5th Edition February 2016

Packaged Facts Report Summary

Prepared by
Apple B. Goode, Communications Specialist
Special Projects, Cupertino Village
5 May 2016

COMM 4590
Instructor: Robb Bruce, M.A., Doctoral Student
Assignment 5 | Packaged Facts Report Summary
Abraham Tinklepaugh
27 Apr. 2016

About the Author

Packaged Facts

For over 50 years, *Packaged Facts* has been a trusted provider of authoritative consumer market research, providing in-depth research, and expert analysis to help business professionals make strategic decisions.

Packaged Facts market reports are written to aid executive decision makers by providing essential data and concise analysis, with a focus on marketplace trends, consumer insight, and awareness of emergent opportunities.

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Introduction

“It’s a Mobile World”

- Packaged Facts forecasts retailer point of sale (POS) mobile payments will reach **\$22.7 billion in 2016, up 54% from 2015**, with continued **robust growth through 2019**
- *Mobile Payments in the U.S.* reports: according to *Internet Retailer*, **2015 U.S. mobile commerce sales will total \$104.1 billion**, up 38.7% from \$75 billion in 2014
- Challenges include consumer skepticism about digital wallet-based payments compared to physical credit cards
- Packaged Facts identifies consumer concerns related to security/safety, location acceptance, and confusion about competing wallet payment options, and the way they work
- The report offers good reason to track mobile payments trends, mobile point-of-sale (POS) payments, mobile peer-to-peer (P2P) and mobile commerce (m-commerce)
- *When it comes to making payments, Packaged Facts suggests, “It’s a mobile world”*

Executive Summary

The Packaged Facts February 2016 report on Mobile Payments in the U.S. is an overview of trends and opportunities shaping mobile payments markets in the U.S., including analysis and exploration of:

- Mobile payment market trends
- Leading mobile/digital wallet payment solutions
- Factors shaping merchant-driven mobile payment models
- U.S. market size and forecast

A Mobile World

For Payments

- In 2015, 36% of adults used their mobile phone to access the internet at home in the past 7 days, up almost **650% from 7.7% in 2008**
- *Packaged Facts* expects **mobile commerce to grow 2.58 times faster** than total ecommerce sales
- **35% of smartphone owners** used a **banking/finance app** in the **past 30 days**
- Demographically, usage skews toward **25-34s**, and secondarily to **18-24s** and **34-44s**; users from \$75K+ (and especially \$100K) income households were disproportionately represented
- Higher frequencies were noted for males 24-34

Mobile Payments

Market Trends

- 2015 U.S. **mobile commerce sales** will total **\$104.1 billion**
- Increasing penetration and smartphone usage translates to the banking and financial services industry
- **26% of adults** used a banking/ finance smartphone app in the past 30 days, a percentage that rises to 35% among smartphone owners
- *Internet Retailer* expects **mobile commerce to grow 2.58 times faster** than total ecommerce sales, projecting 15% growth to an estimated **\$35.6 billion** in 2016

Mobile Wallet Payments

Payment Solutions

Packaged Facts Ingredients for Success in the Mobile Landscape

Simple to use

Seamless experience

Secure

Multi-functional

Loyalty/rewards

Data driven customer insight

Payment funding choices

Broad merchant acceptance

Usage across devices

Social

Omni-channel integration (e.g., Starbucks card earns “Stars” when Starbucks products are purchased at the supermarket)

Location-aware/location-based offers

Merchant Mobile

Influencers

- **PayPal leads with 24% of smartphone users**
- Significant payment usage via the Starbucks private label mobile app
- Rising traction for Apple Pay and Android Pay
- Surge of new wallet-pay entrants that offer varying degrees of tailored consumer experience: Walmart Pay, Chase Pay, CurrentC, and numerous private labels.
- War of the Wallets between Android and Apple Pay (70 million potential U.S. Apple Pay users)
- 48% of respondent mobile POS payers said they **carry fewer cards than they used to carry as a result of using mobile payments,**
- **33%** said they **use fewer cards to make payments** as a result of using mobile payments
- *Retailers have a lot to gain*

U.S. Market

Size and Forecast

- **Mobile payments** at retailer point of sale in the U.S. **expected to reach \$22.7 billion in 2016**, up 54% from 2015
- PayPal currently hits “the mobile payments sweet spot” higher-than-average **proportion of 25-54s and higher Household incomes**
- **Mobile transactions per account are on the rise**, up to 27.5 during Q4 2015 from 24.5 during Q4 2014
- **Payments are increasingly generated at large merchants** (those generating more than \$1.2 million in *PayPal* transaction payment value (TPV) annually, likely **giving customers more retail options**
- ***iPhone upgrades*** represent potential **70 million new Apple Pay accounts** over the next few years, which increases pressure on retailers to adopt Near Field Communication (NFC)
- *Samsung Pay* offers a NFC workaround
- *Starbucks QR code-based* solution is a winning success in value-added features, benefits and loyalty payment proposition
- Adoption by women lags

Conclusions

Our world is mobile. Commerce at the point-of-sale or peer-to-peer level is increasingly transacted in a smartphone ecosystem. Credit card use recedes in favor of financials on the go. There is steep opportunity to advance Apple's leading edge in mobile payments solutions.

- Advancements in positioning mobile payments as simple and seamless parts of broader loyalty and benefits schemes make smartphone payments a strong proposition for those otherwise content to pay with cards
- Mobile payments as a data-rich options carry potentially lower payment processing costs for merchants
- U.S. Women are underserved
- Increasing mobile payment expectations on the part of consumers, especially trend forward Millennials, is likely to spur adoption of related equipment and technologies among retailers
- Smartphone saturation is expected to increase mobile payment usage over time at the point of sale
- Consumer access to smartphones makes the mobile world a reality