

CASE Circle of Excellence

Category: Marketing: Branding (Institution)

ASU Employability campaign



ASU Employability campaign

Creative overview



A great career for Cindy,

ASU Arizona State University [Learn more](#)

10 Fortune 500 companies in Arizona are powered by ASU alumni


+4 Arizona gained more Fortune 500 companies in the last five years than any other state with Phoenix now having more Fortune 500 companies than Los Angeles, Denver and Charlotte.

Phoenix, Arizona

10/10 Fortune 500 companies hired ASU alumni

#2 in the U.S. for employability among public universities

ASU ahead of UCLA, University of Michigan and Purdue



Cindy Rogel Bahena
21 BSE in materials science and engineering, Process Engineer, Intel

"ASU was the best choice for me. I wasn't just learning to be an engineer; I was actually engineering. I worked in the semiconductor industry as an intern while I was still a student."

— Cindy Rogel Bahena, 21 BSE in materials science and engineering, Intel Process Engineer at Intel

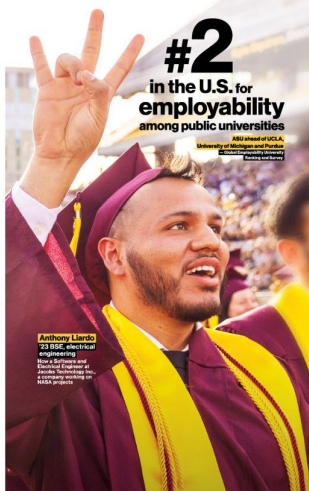


Cindy Rogel Bahena
21 BSE in materials science and engineering, Process Engineer, Intel

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ASU Arizona State University



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Anthony Llanido
23 BSE, Electrical Engineering, Intel Process Engineer at Intel

A great career for Cindy, a stronger economy for the nation

#2 in the U.S. for employability among public universities

ASU

flash

Cindy Rogel Bahena
21 BSE in materials science and engineering, Intel Process Engineer at Intel

A great career for Cindy, a stronger economy for the nation

#2 in the U.S. for employability among public universities

ASU

flash 5029

Cindy Rogel Bahena
21 BSE in materials science and engineering, Intel Process Engineer at Intel

ASU **#2** in the U.S. for employability

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ASU **#2** in the U.S. for employability

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A great career for Cindy, a stronger economy for the nation

ASU ranks as the No. 2 public university in the U.S. for employability of its graduates, ahead of UCLA, University of Michigan and Purdue.

For Cindy, that means she was able to land her dream job as a microelectronics engineer. For the rest of us, it means filling critical gaps in our nation's workforce by engineering, science and more. ASU graduates lead our future and make our national economy stronger.

ASU Arizona State University [asuu.edu](#)

#2 in the U.S. for employability among public universities

Cindy Rogel Bahena
21 BSE in materials science and engineering, Intel Process Engineer at Intel

Digital OOH



#2 in the U.S. for employability among public universities
ASU ahead of UCLA, University of Michigan and Purdue
— Global Employability University Ranking and Survey, 2024



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Digital OOH



Digital OOH with extension



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Print ads

A great career for Cindy, a stronger economy for the nation

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Cindy Rogel Bahena
 '21 BSE in materials science and engineering, now a Process Engineer at Intel

ASU Arizona State University
 asu.edu

#2 in the U.S. for employability among public universities
ASU ahead of UCLA, University of Michigan and Purdue
 based on Graduate Outcomes by National Science Foundation

A great career for Anthony, a stronger economy for the nation

ASU ranks as the No. 2 public university in the U.S. for employability of its graduates, ahead of UCLA, University of Michigan and Purdue. For Anthony, that means he was able to land his dream job as a software and electrical engineer at a NASA contractor. For the rest of us, it means filling critical gaps in our nation's workforce in public service, engineering, science and more. ASU graduates fuel our future and make our national economy stronger.

Anthony Liardo
 '22 BSE in electrical engineering
 Now a software and electrical engineer at Jacobs Technology Inc., a company working on NASA projects.

ASU Arizona State University
 asu.edu

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A great career for Kyle, a stronger economy for the nation

A degree in biomedical engineering from ASU helped future doctor Kyle Williams get into medical school at Mayo Clinic. ASU ranks as the No. 2 public university in the U.S. for employability of its graduates, ahead of UCLA, University of Michigan and Purdue.

Kyle Williams
 '20 BS in Biomedical Engineering
 Former Sikh Dawa wide receiver
 Future doctor

ASU Arizona State University
 asu.edu

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A great career for Lilianna, a stronger economy for the nation

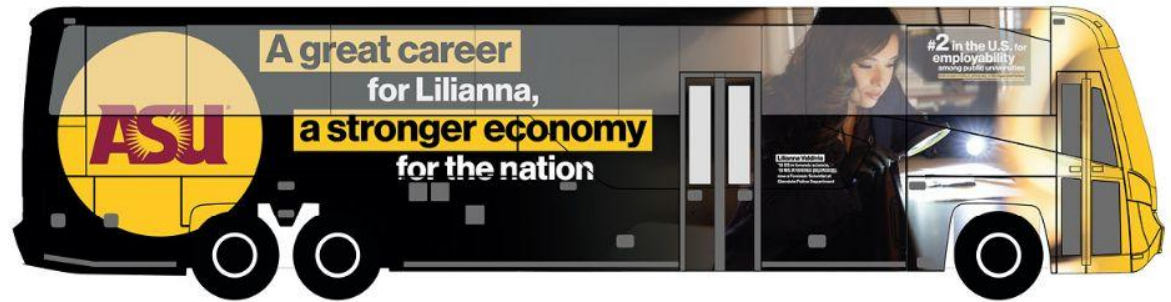
A degree from the nation's most innovative university prepares you not just for today's jobs but the jobs of the future – whatever those may look like. At Arizona State University, you'll learn how to adapt and quickly master new and emerging concepts, something that's served Lilianna well in her role as a Forensic Scientist at the Glendale Police Department.

Lilianna Valdivia
 '16 BS in Forensic Science
 '20 MS in Forensic Psychology
 Forensic Scientist, Glendale Police Department

ASU Arizona State University
 asu.edu

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Bus creative



Branded tower banners

ASU Arizona State University

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University of Michigan and Purdue
— Global Employability University
Ranking and Survey

Anthony Liardo
'23 BSE, electrical
engineering
Now a Software and
Electrical Engineer at
Jacobs Technology Inc.,
a company working on
NASA projects

ASU Arizona State University

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**ASU ahead of UCLA,
University of Michigan
and Purdue**
— Global Employability
University Ranking and Survey

ASU Arizona State University

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employability
among public universities

ASU ahead of UCLA, University of Michigan and Purdue
— Global Employability University Ranking and Survey

Rani Sagl
'24 MEd in special education
Now a Special Education
Resource Teacher at
Indian Bend Elementary School

Animated digital display ads



**A great career
for Ahlias,**

ASU Arizona State University [Learn more](#)



**a stronger economy
for the nation**

ASU Arizona State University [Learn more](#)

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among public universities

ASU ahead of UCLA, University of Michigan and Purdue
— Global Employability University Ranking and Survey, 2024

ASU Arizona State University [Learn more](#)



**A great career
for Amanda,**

ASU Arizona State University [Learn more](#)



**a stronger economy
for the nation**

ASU Arizona State University [Learn more](#)

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**A great career
for Ambriana,**

ASU Arizona State University [Learn more](#)



**a stronger economy
for the nation**

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Animated digital display ads



A graduate in a maroon cap and gown with a yellow stole, holding a diploma.

**A great career
for Ahlias,**

ASU Arizona State University [Learn more](#)



A graduate in a maroon cap and gown with a yellow stole, making a peace sign.

**A great career
for Cameron,**

ASU Arizona State University [Learn more](#)



A graduate in a maroon cap and gown with a yellow stole, smiling.

**A great career
for Cameron,**

ASU Arizona State University [Learn more](#)



A graduate in a maroon cap and gown with a blue stole, making a peace sign.

**A great career
for Daniela,**

ASU Arizona State University [Learn more](#)



A graduate in a maroon cap and gown with a yellow stole, smiling.

**A great career
for Donovan,**

ASU Arizona State University [Learn more](#)



A graduate in a maroon cap and gown with a yellow stole, making a peace sign.

**A great career
for Emily,**

ASU Arizona State University [Learn more](#)



A graduate in a maroon cap and gown with a yellow stole, smiling.

**A great career
for Hanna,**

ASU Arizona State University [Learn more](#)



A graduate in a maroon cap and gown with a blue stole, smiling.

**A great career
for Melissa,**

ASU Arizona State University [Learn more](#)



A graduate in a maroon cap and gown with a yellow stole, smiling.

**A great career
for Wendell,**

ASU Arizona State University [Learn more](#)



A graduate in a maroon cap and gown with a yellow stole, smiling.

**A great career
for Cindy,**

ASU Arizona State University [Learn more](#)



A graduate in a maroon cap and gown with a yellow stole, smiling.

**A great career
for Amanda,**

ASU Arizona State University [Learn more](#)



A graduate in a maroon cap and gown with a yellow stole, smiling.

**A great career
for Ambriana,**

ASU Arizona State University [Learn more](#)

Social media carousel creative samples



10
Fortune 500 companies in Arizona are powered by ASU alumni

+4 Arizona gained more Fortune 500 companies in the last five years than any other state with Phoenix now having more Fortune 500 companies than Los Angeles, Denver and Charlotte

Phoenix, Arizona

10/10 Fortune 500 companies hired ASU alumni

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— *Great Employability University Rankings and Survey, 2024*



Anthony Liardo
23 BS in electrical engineering, now a software and electrical engineer on NASA projects

"I wouldn't have gotten this position if I didn't get my **internship experience**, and I wouldn't have gotten my grades and the **prestige of ASU's engineering programs.**"

— Anthony Liardo, 2023 grad from Winter Springs, Florida, who attended ASU as part of the partnership with Uber Eats and is now an electrical engineer on NASA projects



Anthony now works on NASA's COMET project, which includes vehicle assembly and integration, launch and recovery operations for Artemis missions through 2023.



Through Artemis, NASA will "collaborate with commercial and international partners and establish the first long-term presence on the Moon. Then, we will set what we believe is around the Moon to take the next giant leap: sending the first astronauts to Mars."

— NASA.gov

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Shantel Marekera
18 BS and MS, Justice Studies
Now a Legal Analyst at The World Bank

"ASU instilled in me a **drive for excellence** and accustomed me to deliver **high-standard work.**"

— Shantel Marekera, 2018 undergrad in justice studies, 2019 masters graduate in justice studies and now a legal analyst at World Bank



Shantel was a double graduate and she was awarded the A&P Prize from the Marekita Rhodes Foundation. She now works as a Legal Analyst at The World Bank.



Marekera is Rhonda Sobotta, a student/practitioner for the Little Dreamers Foundation, a scholarship/practical for low-income children, in her community.

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Erin Schulte
17 BA, global studies and Barrett The Honors College
now working at the National Security Council

"I had the chance to complete multiple internships thanks to **ASU's strong connections to employers around the world.** I am very glad that I chose ASU!"

— Erin Schulte, '17 BA, global studies, who interned at The McCain Institute for International Leadership and the International Rescue Committee



After graduating from ASU, Erin studied at the University of Oxford as part of the prestigious Marshall Scholarship. She is chosen working at the National Security Council.

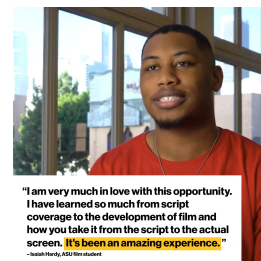
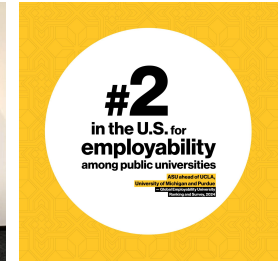
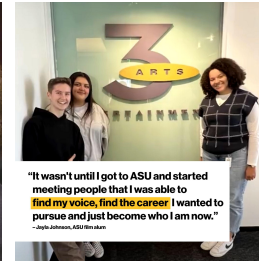
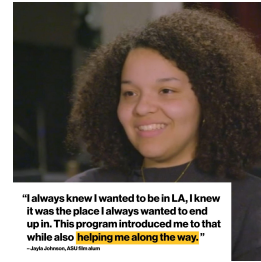
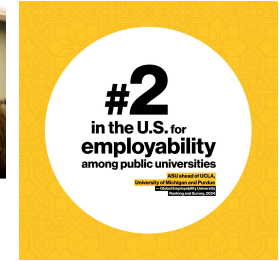
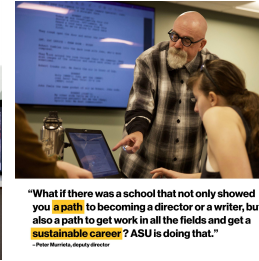
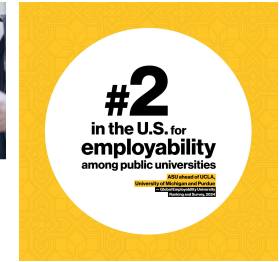
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Social media carousel creative samples



Social media carousel creative samples



Melissa Vodicka
 '24 DNP, next steps, Pediatric Nurse Practitioner position open at Mountain Park Health Center

"At Mountain Park Health Center, I will be continuing my service to children in underserved populations, and I hope to impact health care disparities within this population."

— Melissa Vodicka, '24 DNP grad (honors), Pediatric Nurse Practitioner position open at Mountain Park Health Center



Lindsey Leggett
 '24 BA in education, next steps, Middle School Teacher at Avondale Elementary School District

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Daniela Oramas Mora
 '24 PhD in Criminology and Criminal Justice, next steps, Assistant Professor at George Mason University

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Daniela Oramas Mora
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"After taking the bar in July, I will join the Fenemore law firm as an Associate. I aspire to serve as a role model and advocate for educational attainment, especially among marginalized and underrepresented groups."

— K.J. Russell, '24 Juris Doctor, next steps, Associate at Fenemore Law Firm



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"ASU's resources, research opportunities, and access to amazing faculty conducting cutting-edge research with real impact on our criminal justice system were among the reasons I chose to study at ASU."

— Mollie McCurdy, '24 BA in Criminology and Criminal Justice, next steps, Assistant Professor at George Mason University



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"ASU has given me the tools and skills to go into graduate school, the workforce, and enhance every part of my life."

— Dallas Salas, '24 MS in neuroscience, next steps, graduate school



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"ASU taught me the importance of being involved and engaged in what we're passionate about."

— Mollie McCurdy, '24 BA in Criminology and Criminal Justice, next steps, Assistant Professor at George Mason University



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"ASU and Cronkite provided me with the means and support that I needed to bring my career to the next level."

— Donovan Johnson, '24 BS in communications, next steps, Assistant Creative Agency



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"Thanks to the classes and professors who have helped me get here, I know now what I want to do in the future. I'm continuing to work at La Paz Regional Hospital Laboratory until I can go to graduate school for public health."

— Katrina Adriano, '24 BS in public service and public policy, next steps, Volunteer Coordinator at La Paz Regional Hospital



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"With my two years of experience at ASU, I am confident walking into my classroom as a Special Education Resource Teacher in the Paradise Valley Unified School District."

— Rani Sagi, '24 MA in special education, next steps, Special Education Resource Teacher at Indian Bend Elementary School



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"ASU helped me prepare for my position with MOOG Aerospace and Defense by laying strong foundations I can build on in the coming years."

— Hunter Mantle, '24 BS in engineering, next steps, MOOG Aerospace Defense



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"ASU gave me the confidence I needed to know, I am a good designer!"

— Cameron Rennacker, '24 MS in graphic information technology, next steps, Remarket Studio

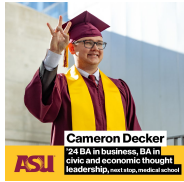


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Social media carousel creative samples



Cameron Decker
 '24 BA in business, BA in civic and economic thought, leadership, next step, medical school

"ASU provided me with the flexibility to explore all of my areas of interest."

— Cameron Decker, '24 BA grad in business, '24 BA grad in civic and economic thought, leadership, next step, medical school



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Isabelle Reeder
 '24 BS in forensic science, BS in Criminal Justice, next step, grad school

"I was able to gain a great deal of research experience, attend and present at professional conferences, and make lasting connections in the psychology and law field."

— Isabelle Reeder, '24 BS grad in forensic science, BS in Criminal Justice, next step, grad school



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Tiah Hoaglund
 '24 BS in speech and hearing science, next step, Teacher at Michigan Charter School

"ASU provided me opportunities to speak publicly and be a role model for those younger than me. I was exposed to all different types of people and scenarios that will serve me well in my classroom!"

— Tiah Hoaglund, '24 BS grad in speech and hearing science, next step, Teacher at Michigan Charter School



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Hayden Cilley
 '24 MMC in mass communication, next step, Writer at USA Baseball

"I started classes in 2020 and by December I was deployed out with FEMA, to assist in COVID-19 relief. I worked on the disaster response team of my ambulance company."

— Hayden Cilley, '24 MMC grad in mass communication, next step, Writer at USA Baseball



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Emily Williamson
 '24 BS in software engineering, next step, Software Development Engineer at Google

"ASU prepared me for a job within the field of Software Engineering by providing me with the foundation of knowledge that will continue to build on, as well as giving me the skills and experience to work successfully on a team."

— Emily Williamson, '24 BS grad in software engineering, next step, Software Development Engineer at Google



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Katlyn Denton
 '24 BS in sustainability, next step, BA candidate at research firm

"I started classes in 2020 and by December I was deployed out with FEMA, to assist in COVID-19 relief. I worked on the disaster response team of my ambulance company."

— Katlyn Denton, '24 BS grad in sustainability, next step, BA candidate at research firm



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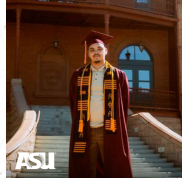
ASU ahead of UCLA, University of Michigan and Purdue University



Ahliah Jones
 '24 BA in secondary education (history), next step, Social Studies Teacher at Frederick A. Douglass High School

"The university provided incredible support in my journey as an applicant for the Teach for America program."

— Ahliah Jones, '24 BA grad in secondary education (history), next step, Social Studies Teacher at Frederick A. Douglass High School



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Hanna Bennett
 '24 BS in occupational health and safety, next step, Associate Safety Coordinator at United Rentals

"I have developed a strong sense of leadership and grown my interpersonal skills. After graduation I am going into occupational health and safety in the construction industry."

— Hanna Bennett, '24 BS grad in occupational health and safety, next step, Associate Safety Coordinator at United Rentals



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Jason Amoako-Agyei
 '24 BS in healthcare administration & policy, next step, Client Implementation Specialist Program Associate with Optum - UnitedHealth group

"I met my internship recruiter at an ASU Career Fair."

— Jason Amoako-Agyei, '24 BS grad in healthcare administration & policy, next step, Client Implementation Specialist Program Associate with Optum - UnitedHealth group



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Wendell A Hollis III
 '24 MS in social work, next step, Volunteer at Casa Almas

"The opportunities on and off campus helped me connect with heroes in the community that do so much behind the scenes work."

— Wendell A Hollis III, '24 MS grad in social work, next step, Volunteer at Casa Almas



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Jacob Mitchell
 '24 BS in manufacturing engineering, next step, Career Implementation Specialist Engineer, Pfizer PCC

"ASU professors cared about what they taught and helped the students, both in and out of class."

— Jacob Mitchell, '24 BS grad in manufacturing engineering, next step, Career Implementation Specialist Engineer, Pfizer PCC



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Savina Delfin-Lara
 '24 BS in psychology and disability, next step, graduate school

"ASU allowed me to become close to my professors and learn about the many different programs available for grad students. I was able to discuss my interests and passion and find the right program for me."

— Savina Delfin-Lara, '24 BS grad in psychology and disability, next step, graduate school



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RJ Baysan
 '24 BS in nursing, next step, Nurse at Mayo Clinic Hospital

"The program's curriculum, simulations, and clinical opportunities gave me a well-rounded introduction into the nursing field."

— RJ Baysan, '24 BS grad in nursing, next step, Nurse at Mayo Clinic Hospital



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