



SCHOOLPRIDE[®]

HAILEY BIRCHFIELD

PORTFOLIO 2026 / CREATIVE DIRECTOR

HI, I'M HAILEY

This presentation is a portfolio piece to showcase my marketing and design efforts within my role at SchoolPride Ltd.

All information provided in this slideshow was written, researched, and created by me in my role. This includes market research, photographs (unless otherwise marked), video, and other written materials.

All of these assets are currently utilized in the SchoolPride business on a regular basis.

PROFESSIONAL **TIMELINE**

2017 - 2019

- Hired as only a Boards & Banners Designer
- Worked on smaller scale boards, banners, nameplates, and cheer items.
- Promoted in 2019 to Design Manger/Creative Director

2020 - 2021

- Combined B&B, Decals, and Updates into one department.
- Rebuilt team after COVID
- Spearheaded Company-wide Rebrand

2022 - PRESENT

- Created customer profile, marketing strategy, and began to write blog posts and social content.
- Began shooting photographs for internal use, as well as video and animation projects.
- Initiated preflight and proofing processes to better quality control projects in the design phase.
- Launched email campaigns for National Sales Representative and internal marketing.

WHO ARE WE?

1

Dedicated to our Communities and the Environment

We value a clean and safe printing process.

We have replaced equipment with new machines that have zero chemical run-off, waste less material, and run efficiently.

We responsibly dispose of and recycle materials when applicable.

2

Support the Needs of the Schools, Programs, and Organizations we Service

While we do care about business, we also care about people.

We give customers what they need and what will work best for them.

We don't just upsell, just to do it.

We find solutions that bring longevity and ease of use to the client.

3

Family-Owned and Operated

As a small business ourselves, we support the ones in our communities as well.

We remain family owned and operated by people who are part of the communities we serve.

You speak to real people here. We don't use AI or bots to conduct business. Real people, all the time.

OUR VOICE

As a brand that services high-level clientele and smaller organizations, we must remain approachable, professional, and dedicated to our products. We are their experts in our field. Our voice must reflect that.

When writing blog posts, social content, and internal/external marketing communications, it is important to remember who we are speaking to, what they do, and how we can relate to them.

OUR STORY

With now over 25 years of honoring the legacies of student athletes, coaches, teachers, and many more, the SchoolPride® legacy was created in 2000 by Daren Brown.

As a true salesman, he built relationships with athletic directors and coaches from all over the state. He saw an opportunity, a chance for innovation, and created a business that serves a unique need.

From these humble beginnings, SchoolPride® strives for the highest quality product, people, and customer service. The core of SchoolPride® is represented in the brand.



BANNERS

Our #1 selling product, thus the largest piece of our brand.

Banners have been one of the largest parts of our business since it began. It represents our foundation, thus the core of our logo



RECORD BOARDS

With true innovation, SchoolPride® created Easy Change record boards.

Along with many other record boards. This segment represents our commitment to honoring the legacies of many athletes.



FACILITY GRAPHICS

SchoolPride® is the leader in creativity and custom products.

Facility Graphics is an integral piece of our business and represents the fully custom products we offer.



HELMET DECALS

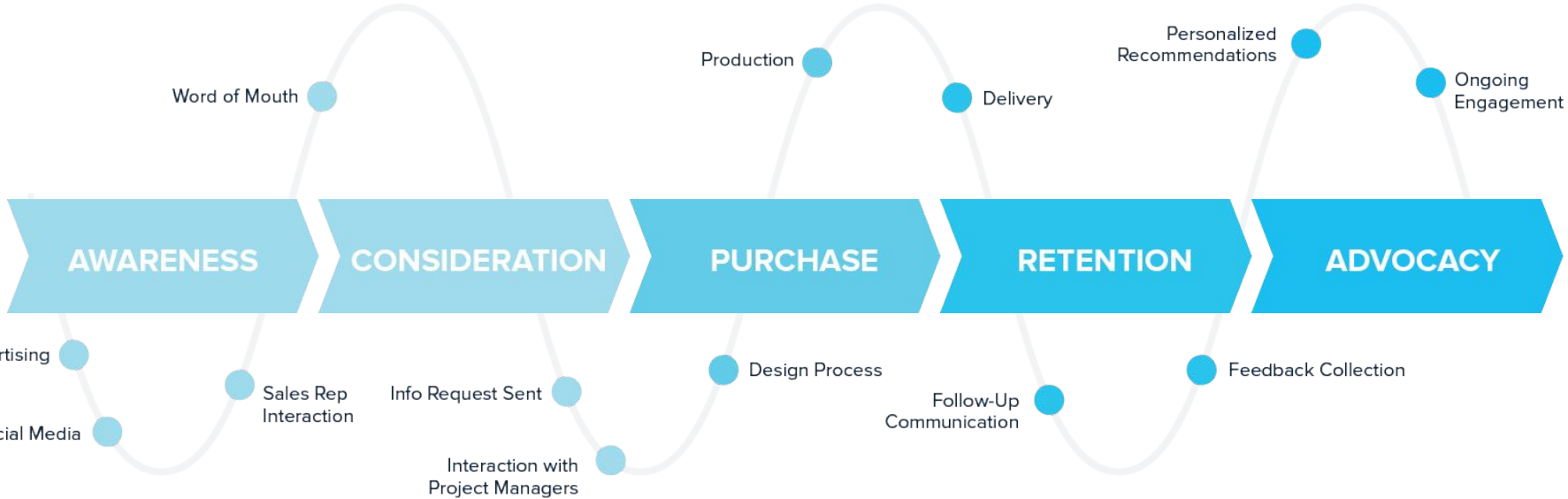
From the NFL, MLB, NHL and NCAA Division I colleges to small youth teams, helmet decals have made their mark in our history.

With our creative solutions and forward thinking, we truly are America's Best Decals.

OUR SERVICE

At SchoolPride®, we are committed to understanding the unique challenges that coaches and school administrators face in building successful program and institutions.

Our communication with this audience is rooted in authority and respect, ensuring that we convey our expertise while remaining approachable and empathetic to their needs



KEY PILLARS

1

Positive Customer Connection

Am I connecting with this customer in a way that aligns with our brand? What can I do to make this process as seamless as possible?

Our customers are at the forefront of our business. As we understand our audience, we must also understand how to serve them to the best of our abilities. They come to us expecting high quality service and products. We must be able to communicate and provide all of the details and information in order to convert that information request to a sale. Connections with customers should be productive, friendly, and informational.

2

Being the Experts

How can I find the right product that fits their needs? Are their expectations realistic or should I suggest something else? Will the customer leave this conversation feeling confident in the information given to them?

Our customers come from a wide background of knowledge and education, however, we are here to educate them on our products and services. We should strive to make sure we are asking the right questions and suggesting the right products. They rely on us to be the experts in our field. Every customer should feel confident that they have made the right decision to contact us.

3

Solution-Oriented

Did something go wrong? How can I resolve this to satisfy the customer while doing right by the business? What can I do to keep this customer coming back?

Mistakes will happen but it is important to remain calm, sensitive, and solution-oriented. In times of high tension it is important to show customers that we are always looking for a solution, not blame. Long-lasting client relationships not only mean being friendly when things go well but also being able to effectively handle problems when they arise.

OUR **PROJECT JOURNEY**

This image illustrates the step-by-step process followed by SchoolPride® to ensure a smooth and efficient ordering experience. From initial customer contact to final production, the workflow includes six key stages: Contact, Design, Quote, Revision, Closing, and Production.

This structured approach guarantees high-quality products while keeping customers informed throughout the process.



KEY PILLARS

1

Kindness, Patience and Respect

Keep in mind that our customers are buying products from us to enhance and uplift their students, athletes and institutions. Whether it's a board to recognize AP students, a banner for the school's first soccer state championship or decals for a youth baseball team; our customers are working on projects that have a positive effect on their school, team or community. Our customers are also busy people who may not have much free time to fully focus on a project. With these factors we should always communicate in a kind, patient and respectful manner. It's our job to provide guidance and make the process as streamlined as possible so that they can get back to teaching and coaching.

2

Clear, Thorough and Proactive Communication

It's our responsibility to work with the customer to find a product that best fits their needs and budget. We accomplish this by treating each customer as unique and deserving of our focus and energy no matter the size of the order. During qualifying it's important to present the necessary information in a clear manner and only ask relevant questions that help move the project forward. It's also helpful to communicate the current status of a project and provide the next steps at each stage of the process.

3

Solution-Oriented

Despite our best efforts there will be situations where a customer is not satisfied. This can happen during any part of the journey and may be the result of factors outside of your control. In most situations, we can find a solution that works for the customer and for the company. It's important to acknowledge when a mistake is made but the primary goal should be to find a solution. When a customer is frustrated or upset we need to respond in a patient, empathetic manner. Start by gathering all relevant information and then work with management to find a solution or options that we can promptly present back to a customer so we can get it resolved as quickly as possible.

PROJECT **PORTFOLIO**

Over the near decade I have been at SchoolPride®, I have had the pleasure of working on thousands of projects. Many of these include large and small scale facility graphics, helmet decals, multi-dimensional pieces, and much more. In addition, I initiated various marketing efforts as well.

I have been trusted with many high profile projects and clients. These include the LA Rams, Cincinnati Reds, and Pittsburgh Pirates.

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LA AQUATICS CENTER

HOME OF THE GOLDEN BEARS

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THANK YOU

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ADDITIONAL WORK IS AVAILABLE UPON REQUEST