

ELISSA FONTENOT

CREATIVE PORTFOLIO
2025

PORTFOLIO | CONTENTS

| | |
|-------------------------------------|----|
| <u>Work Experience & Skills</u> | 2 |
| <u>Paid Media</u> | 5 |
| <u>Digital Content Strategy</u> | 14 |
| <u>Multimedia Strategy</u> | 24 |
| <u>Email Marketing</u> | 30 |
| <u>Awards & Case Studies</u> | 36 |
| <u>Speaking & Engagements</u> | 37 |
| <u>Contact</u> | 38 |

WORK EXPERIENCE & SKILLS

ELISSA FONTENOT | WORK EXPERIENCE

- **Executive Director, Digital & Content Marketing ('25)**
 - **Director, Digital Marketing ('23-'24)**
 - **Asst. Director, Digital ('21-'23)**

Texas State University 2021 - present
- **Sr. Marketing Manager | Account Director**

Social Summer Camp 2014 - 2021
- **Social Media Account Manager**

Social Distillery 2012 - 2014
- **Social Media Marketing Consultant**

Freelance consultant 2011 - 2012

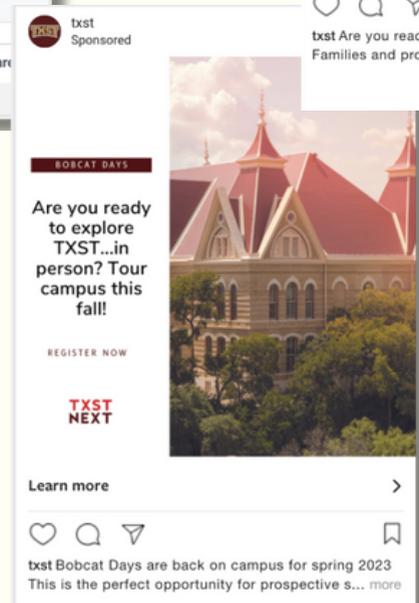
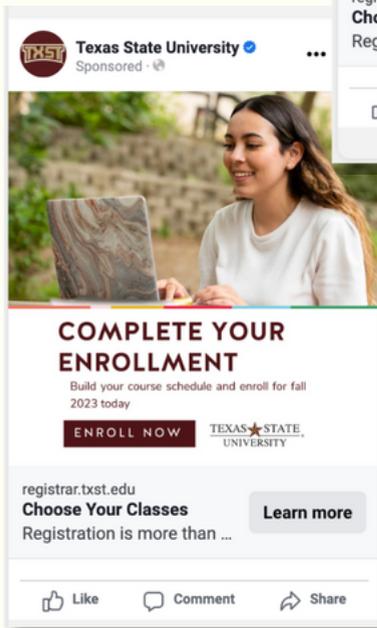
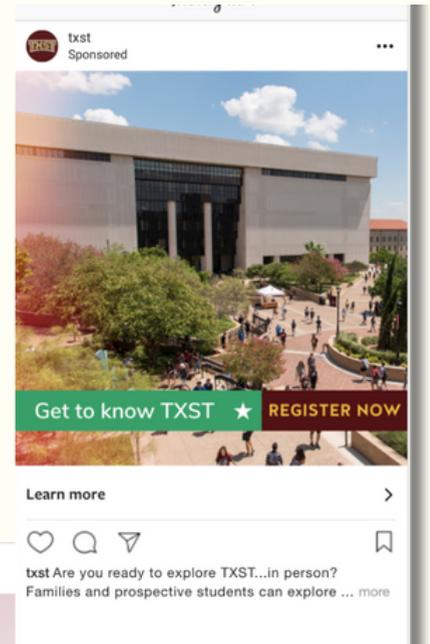
ELISSA FONTENOT | SKILLS & ABILITIES

- Digital Marketing Strategy, Content Strategy Creation, and Optimization + Management
- Digital Ad Strategy, Ad Creation, and Optimization + Management
- Email Marketing Strategy, Creation, and Automation
- In-depth Analytics and Reporting, Web Strategy, SEO + PPC
- Client Service and Relationship Management, Project Management

PAID MEDIA

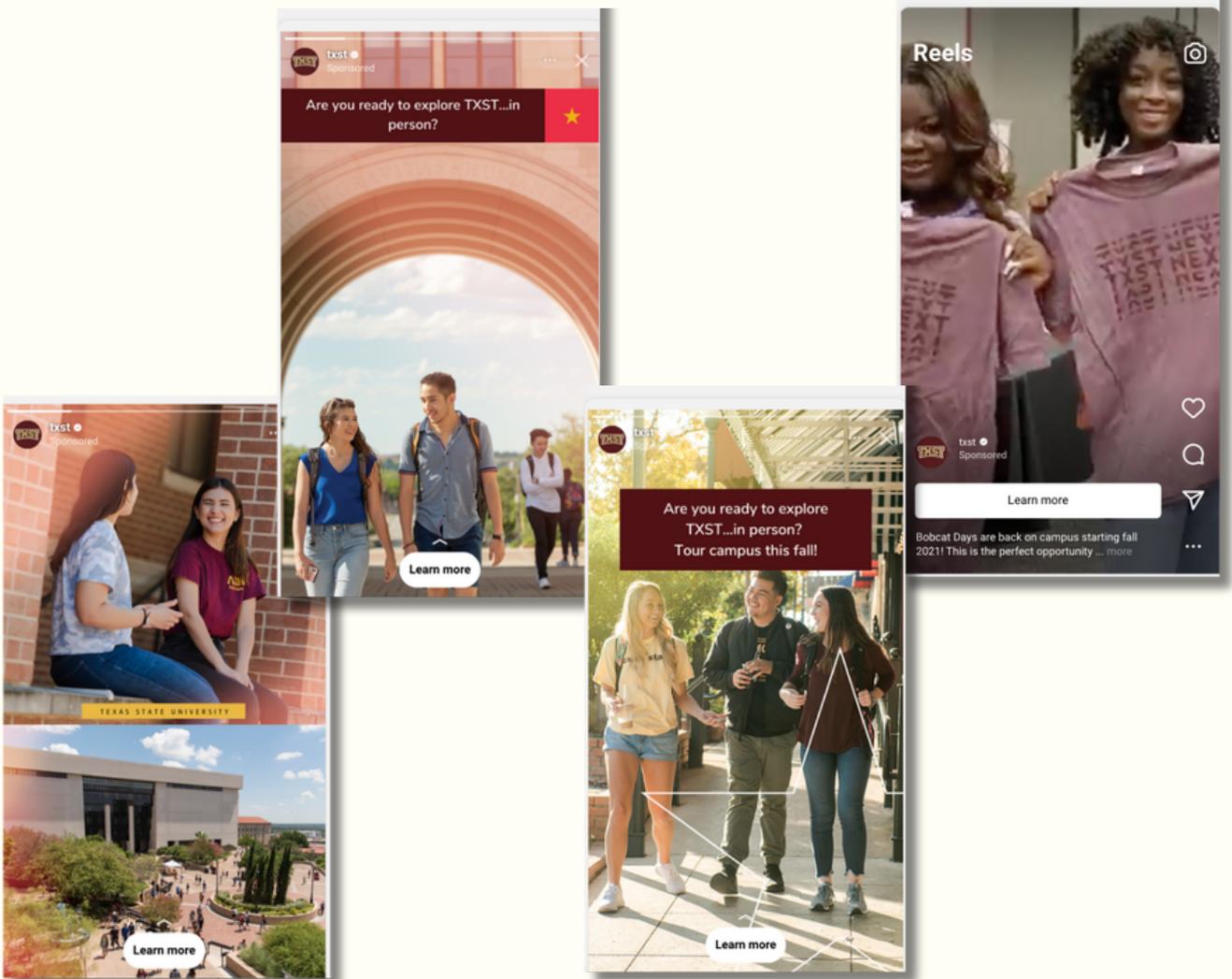
ELISSA FONTENOT | PAID MEDIA

The following include highlights of paid digital media examples featured on Facebook and Instagram Feeds



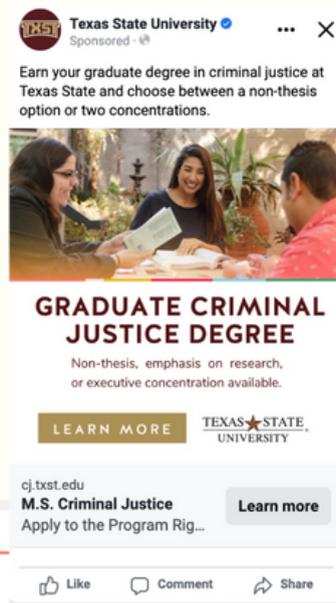
ELISSA FONTENOT | PAID MEDIA

The following include highlights of paid digital media examples featured on Facebook and Instagram Stories and Reels



ELISSA FONTENOT | PAID MEDIA

The following include highlights of paid digital media examples featured on Facebook and Instagram



Texas State University
Sponsored

Earn your graduate degree in criminal justice at Texas State and choose between a non-thesis option or two concentrations.



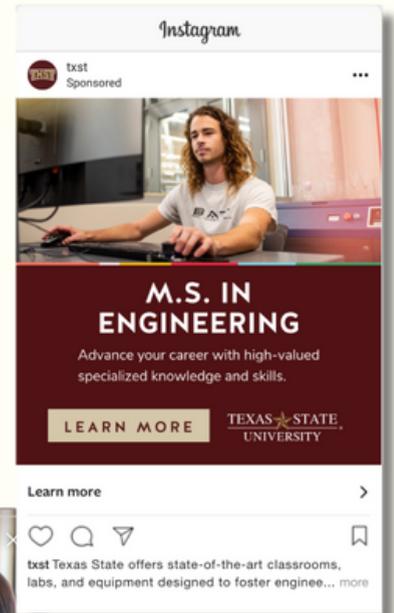
GRADUATE CRIMINAL JUSTICE DEGREE

Non-thesis, emphasis on research, or executive concentration available.

LEARN MORE TEXAS STATE UNIVERSITY

cj.txst.edu
M.S. Criminal Justice
Apply to the Program Rig... Learn more

Like Comment Share



Instagram

txst Sponsored



M.S. IN ENGINEERING

Advance your career with high-valued specialized knowledge and skills.

LEARN MORE TEXAS STATE UNIVERSITY

Learn more >

txst Texas State offers state-of-the-art classrooms, labs, and equipment designed to foster engine... more



txst

A FLEXIBLE MPA PROGRAM

Boost your career in government, public finance, personnel management & other fields with a master of public administration.

LEARN MORE

TEXAS STATE UNIVERSITY

Learn more



Texas State University
Sponsored



GRADUATE SCHOOL FOR YOU

Attend graduate school in Texas in one of the fastest-growing metro regions in the nation.

REQUEST INFORMATION

Learn more

ELISSA FONTENOT | PAID MEDIA (METRICS)

The following include metrics from digital ads managed in-house during FY23. Campaigns focus on general awareness, request info, and retention.

Undergraduate Admissions

- Campaigns included visits, transfer, first-year enroll, and Melt
- **Google Campaign**
 - 337K impressions
 - 67.8K clicks
 - \$0.18 avg CPC
 - 20% CTR
 - \$12.5K total spend
- **Meta**
 - 977K impressions
 - 27.5K clicks
 - \$0.37 CPC
 - 2% CTR
 - \$7.3K total spend

Graduate College (6 month campaign)

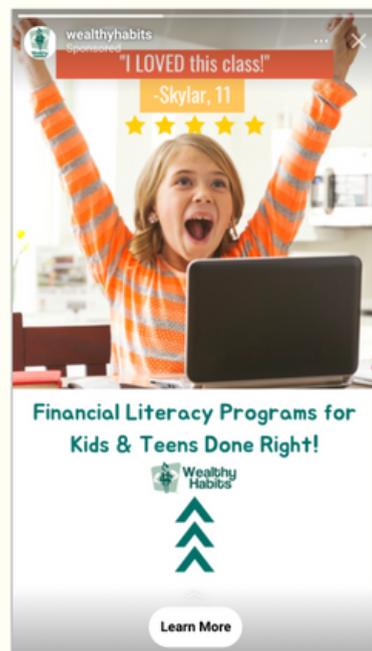
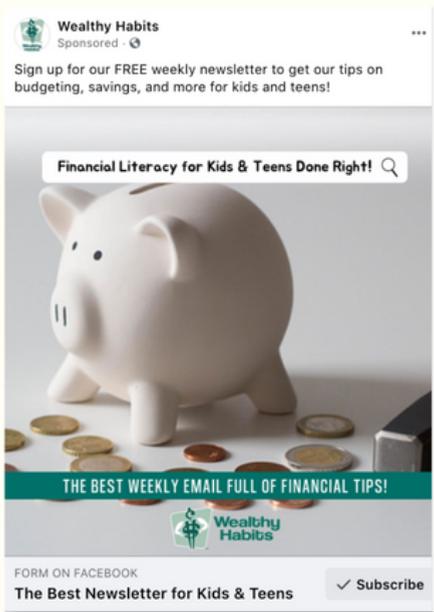
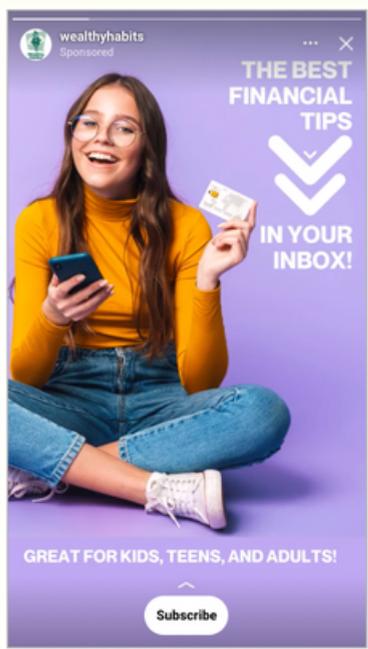
- Campaigns included program specific, general awareness, and funding
- **Google Campaign**
 - 100+ direct leads in 4 months
 - 702K impressions
 - 50K clicks
 - \$0.62 avg CPC
 - 7.12% CTR
 - \$31.2K total spend
- **Meta**
 - 714K impressions
 - 10K clicks
 - \$0.61 CPC
 - 1.11% CTR
 - \$4.8K total spend

NOTE: Managed external agencies that focused efforts and reach for campaigns related to donor relations, touring campus, and the TXST Round Rock Campus during a 4 month campaign.

9 CREATIVE PORTFOLIO

ELISSA FONTENOT | PAID MEDIA (CLIENTS)

The following include highlights of paid digital media examples from previous client work.



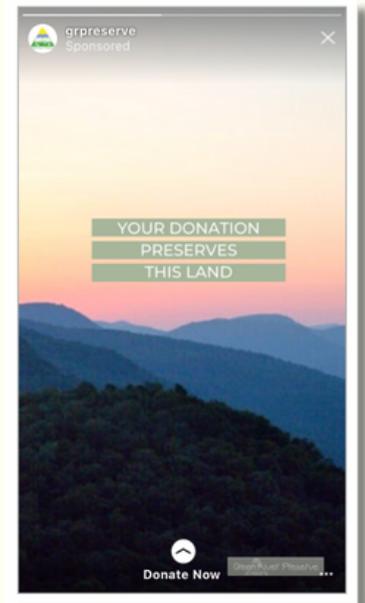
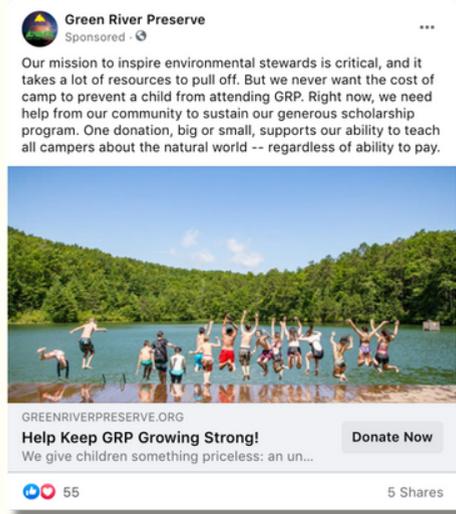
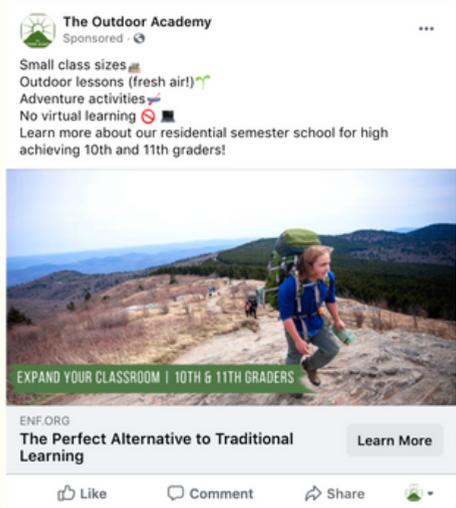
ELISSA FONTENOT | PAID MEDIA (CLIENTS)

The following include highlights of paid digital media examples from previous client work.



ELISSA FONTENOT | PAID MEDIA (CLIENTS)

The following include highlights of paid digital media examples from previous client work.



ELISSA FONTENOT | PAID MEDIA (CLIENTS)

The following include highlights of paid digital media examples from previous client work.

The collage features four digital media examples:

- Vertical Ad (Left):** Sponsored by equinunkblueridge. Text: "CAMPS EQUINUNK & BLUE RIDGE SCHEDULE A PRIVATE TOUR TODAY!". Includes a "Learn More" button and logos for CE and BR.
- Facebook Post (Top Middle):** Camp Winadu. Text: "THREE New Ways to Experience Winadu", "Private, No Stop Tours at Winadu", "Can't make it to camp? Sign-up for a Pop Up Tour". Includes two images: an aerial view of the camp and a couple at a pop-up tour. Buttons: "Learn More", "Learn More".
- Facebook Post (Bottom Middle):** Camps Equinunk and Blue Ridge. Text: "For 100 years we've provided summer experiences for kids to build resilience and independence in a safe and...". Includes a video player showing a swimming pool. Buttons: "Talk to CECBR Staff", "Take a Virtual Tour". URL: "https://www.cecbr.com".
- Vertical Ad (Right):** Sponsored by campwinadu. Text: "EXPERIENCE WINADU!", "Private, No Stop Tours at Winadu", "VISIT CAMP AND FEEL SAFE, NO STOPPING NECESSARY. WE PROVIDE LUNCH, SNACK AND GAS BEFORE YOU LEAVE CAMP". Includes a "Learn More" button and the Camp Winadu logo.

DIGITAL CONTENT STRATEGY

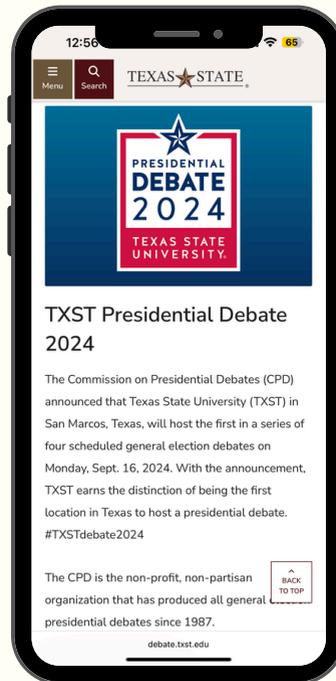
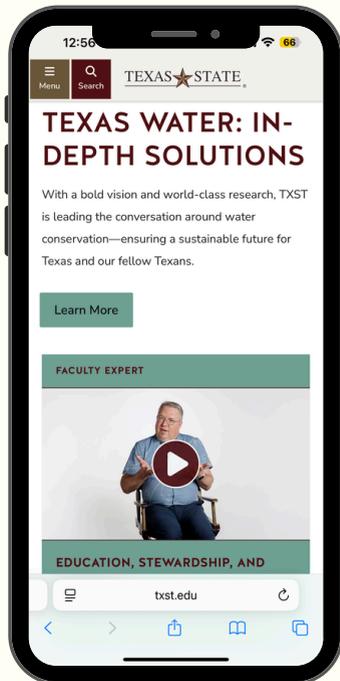
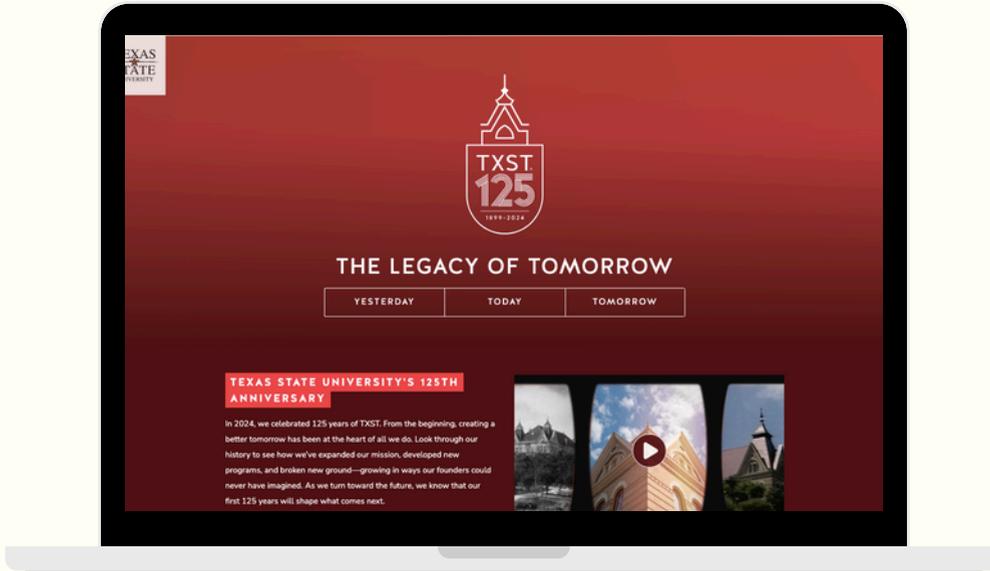
ELISSA FONTENOT | SIGNATURE CAMPAIGNS

The following include highlights of paid digital media examples featured on Facebook and Instagram Feeds

- **TXST 125th Anniversary (2024)**: Spearheaded the digital strategy for the university's 125th anniversary, including the development of the commemorative website, coordination of multimedia storytelling, and promotion of events like the CELEBRATE 125 concert featuring notable alumni performances.
 - **Presidential Debate Announcement (2023)**: Led the digital communications for Texas State's selection as the first Texas university to host a U.S. presidential debate, managing the announcement strategy and stakeholder engagement.
 - **Texas Water: In-Depth Solutions Campaign (2025)**: Directed the launch of a comprehensive digital campaign highlighting the university's leadership in water conservation research, featuring expert insights and promoting sustainability initiatives.
-

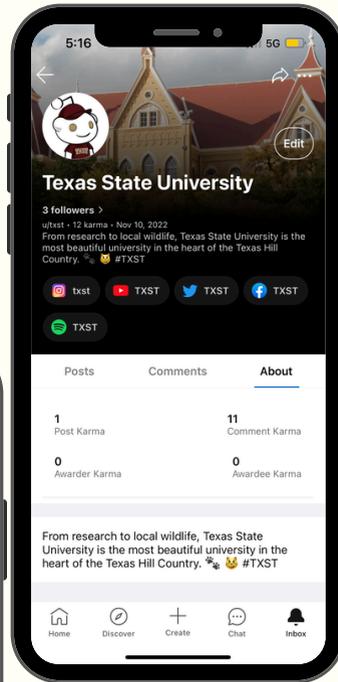
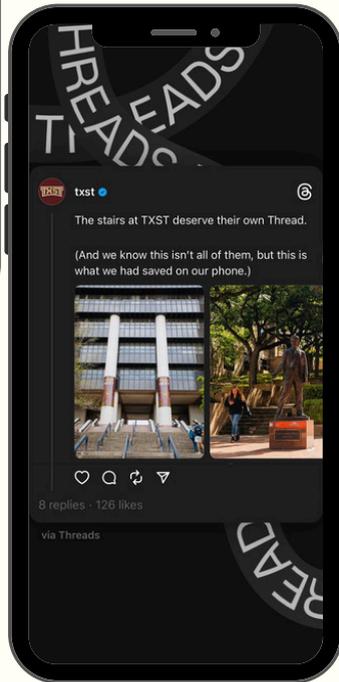
ELISSA FONTENOT | SIGNATURE CAMPAIGNS

The following include highlights of signature campaigns.



ELISSA FONTENOT | DIGITAL CONTENT

While at TXST I managed the strategy and content creation behind multiple social media platforms include Instagram, Threads, Reddit, and X (Twitter).



ELISSA FONTENOT | DIGITAL CONTENT

These examples include professional accounts managed at TXST.

Texas State University Instagram

- Happy Mother's Day ft. grad and daughter
- 100 days to graduation
- Challenge coin tradition announcement
- Top Reels 2023 - see next slide

Texas State University X (Twitter)

- TXST Not TSU - Thanks Drake
- Y'all it might rain

Texas State University LinkedIn Business Page

- AI Action Figure Trend
- Princeton Review Ranking
- "Fighting Stallions" statue anniversary.
- Nature Photography Day - TXST Campus
- Showing Up Matters - Video
- Faculty Expert - Waste Water

Texas State University Facebook

- Graduation river jump with dad featured on Today Show

ELISSA FONTENOT | DIGITAL CONTENT

This includes links to top Instagram Reel content at TXST as of 2023.



415K Reach



196K Reach



123K Reach



73K Reach

ELISSA FONTENOT | DIGITAL CONTENT

Additional examples of digital content across other platforms.

Texas State University Spotify

- Maroon and Gold
- River Jump
- TXST 125

Texas State University Pinterest

- TXST Dorm Rooms
- TXST Grads
- First-Year Experience

Texas State Reddit

Texas State YouTube

- TXST Faculty Experts
- 60 Second History
- Shorts

*Digital content created in collaboration with Digital Strategist, Video Producers,
Photographers, Graphic Design and Student Team*

ELISSA FONTENOT | ORGANIC CONTENT METRICS

These metrics reflect organic content for FY25 compared to FY23

Instagram

- 121.3K Followers (+25%)
- 8.45% Engagement Rate*

Instagram Reels

- 2.55M Plays (+170%)
- 2.15M Reach (+162%)
- 132K Likes (+151%)
- 23.8K Shares, Saves, Comments

Threads

- 18.2K followers

Facebook

- 185K Fans (+2%)
- 4.56% Engagement Rate*

Twitter / X

- 101.3K Followers (+3%)
- 2.22% Engagement Rate*

LinkedIn

- 250.7K Followers (+15%)
- 5.8% Engagement Rate*

YouTube

- 91.5M Views (+64%)
- 1.8K Net New Subscribers (+82%)

Pinterest

- 10.7K Impressions
- 531 Engagements*
- 6.27K Audience*

Bluesky

- 456 followers
- 14.7% Reposts*
- 85% Likes*

TikTok

- Due to state law not active

* Denotes metric engagement as of March 2025

ELISSA FONTENOT | ORGANIC CONTENT METRICS

These metrics reflect organic content for FY23 compared to FY22

Instagram

- 96.7K Followers (+17%)
- 4.84M Posts Reach (+34%)
- 18.95M Impressions (+42%)

Instagram Reels

- 2.55M Plays (+170%)
- 2.15M Reach (+162%)
- 132K Likes (+151%)
- 23.8K Shares, Saves, Comments

Facebook

- 182K Fans (+7%)
- 177K Engaged Users (+12.9%)
- 64.37M Pg Impressions (+158%)
- 2.91M Post Impressions (+14%)

Twitter / X

- 98K Followers (+0.2%)
- 2.3M Impressions (-76%)
- Note: metrics drop during platform ownership change

LinkedIn

- 219K Followers (+12%)
- 3.01M Impressions (-.52%)
- 68K Link Clicks (+4%)
- 129K Interactions (-.84%)

YouTube

- 931K Views (+57%)
- 1.8K Net New Subscribers (+82%)

Pinterest

- 10.7K Impressions
- 531 Engagements
- 6.27K Audience

TikTok

- Note: Due to state requirements TXST's official TikTok is no longer active.

ELISSA FONTENOT | DIGITAL CONTENT (CLIENTS)

These examples include professional experience for clients at previous agency.

The image displays three social media posts from different clients, arranged in a collage. Each post includes a profile picture, name, date, text content, a main image, and engagement statistics.

- Official Island Lake Camp Page** (May 22):
Text: "We'd love to hear YOUR story. Tell us why ILC is important to you or a way you are different because of the time you spent at camp. Share your ILC story: <https://forms.gle/BGp5ngswyuCasKu49>"
Image: A sunset over a lake with the text "#ILCUTHERE 2021" overlaid.
Stats: 2,044 People Reached, 285 Engagements.
- Camp Robin Hood** (July 11):
Text: "We are so fortunate that this day is here. We can't wait for all our campers to arrive for Opening Day 2020!"
Image: A forest scene with the text "HELLO SUMMER 2020" overlaid.
Stats: 1,820 People Reached, 478 Engagements.
- Grier School** (May 15):
Text: "Today marks the end of virtual classes for our #GrierGirls, faculty and staff. This was not how we wanted our school year to end but we are so proud of our Grier community! We are amazed daily by our faculty and staff who all quickly made adjustments to virtual classes and lessons. And we are so proud of our students, they have handled this situation with grace, maturity, patience and respect. We thank you all for the support this Spring and we can't wait until we're together again!"
Image: A large white building with a porch, with the text "Proud to be a Grier Girl" overlaid.
Stats: 3,103 People Reached, 625 Engagements.

MULTIMEDIA STRATEGY

ELISSA FONTENOT | MULTIMEDIA STRATEGY

These include examples from media produced based on strategic content planning. Created in collaboration with Digital Content Specialist and Social Media Videographer.

TXST Faculty Experts

Started in Spring 2025, this series was created to showcase TXST faculty expertise on trending subject matter. The video series is primarily used on YouTube Shorts for SEO optimization and LinkedIn to build reputation of university faculty. The first 3 videos resulted in 18.4K views.

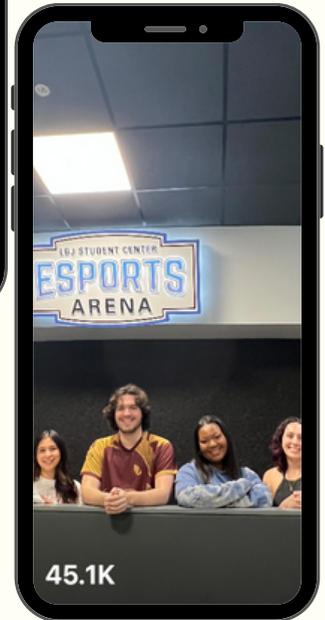
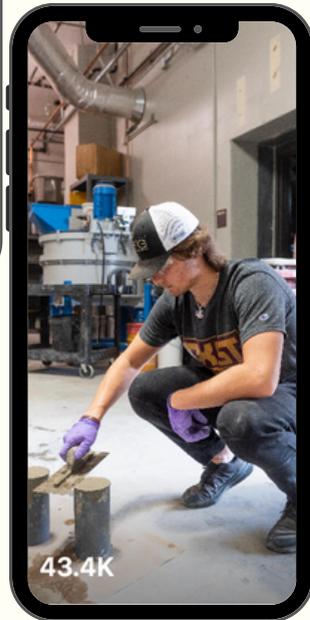


ELISSA FONTENOT | MULTIMEDIA STRATEGY

*These include examples from media produced based on strategic content planning.
Created in collaboration with Digital Strategist and Social Media Videographer.*

TRY @ TXST Video Series

Started in January 2023, this series was created to show current and prospective students activities/organizations they can join at TXST, from obscure to well known. Over 2M views as of March 2025. Featured on a YouTube Shorts Playlist. **CASE STUDY**

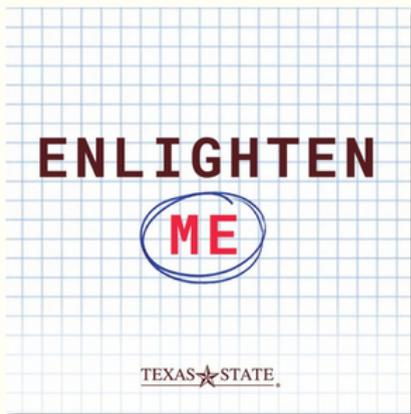


ELISSA FONTENOT | MULTIMEDIA STRATEGY

These include examples from media produced based on strategic content planning. Created in collaboration with Digital Strategist, Writers and Podcast Producer.

TXST Podcast Network

In Summer 2023, the TXST Podcast Network was launched to highlight our top institutional podcasts. With a strategic plan, new policies, guidelines and best practices, we released 3 new podcasts to further reach institutional goals: student success and profiling faculty research.



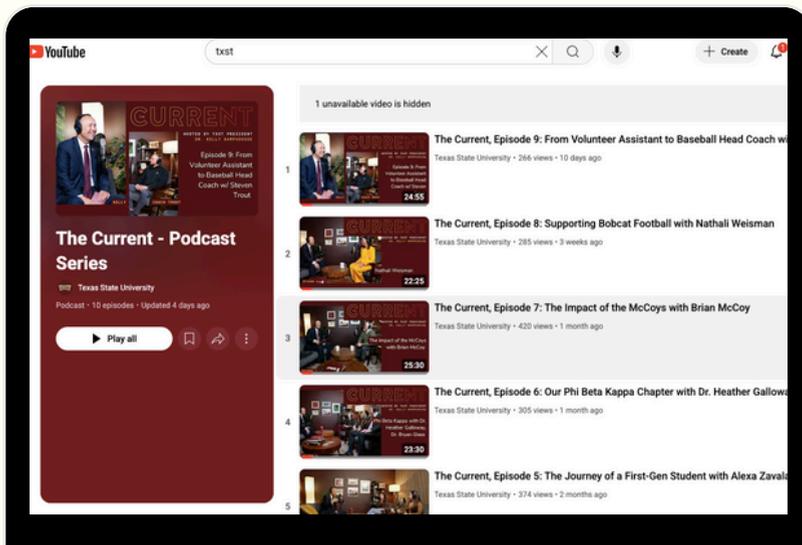
ELISSA FONTENOT | MULTIMEDIA STRATEGY

These include examples from media produced based on strategic content planning. Created in collaboration with Sr. Video and Podcast Producer/Editor

The Current - Podcast Series

Supported the creation of a podcast series for TXST University President in Fall 2024. This strategic move capitalized on the audio and video growth of podcasting. In 10 episodes we had 3,400 views on YouTube and 883 downloads on streaming services.

Lead the overall podcast by determining guests, release schedule, and act as executive producer.



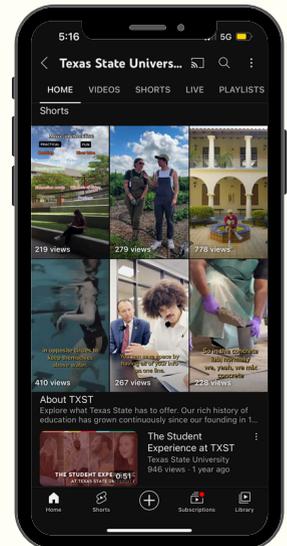
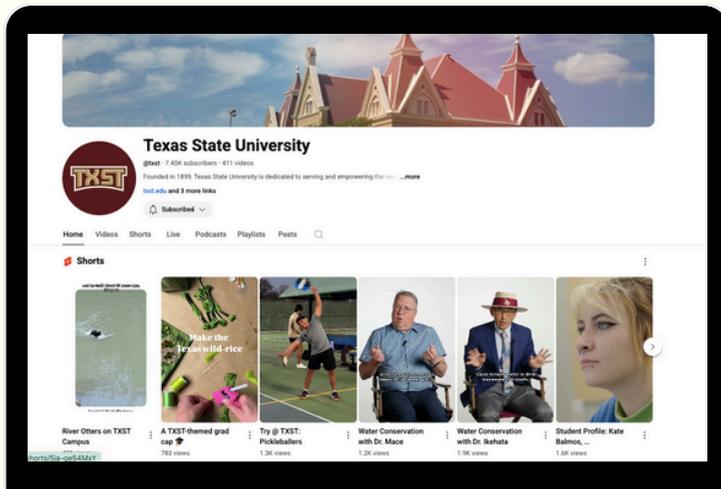
ELISSA FONTENOT | MULTIMEDIA STRATEGY

These include examples from media produced based on strategic content planning. Created in collaboration with Video Producers and Writers.

TXST YouTube Channel

Since starting in Spring 2021 I have led the strategy behind TXST's YouTube channel and video series. This resulted in a consistent thumbnail cover, weekly content, optimizing YouTube shorts, SEO titles, and opening comments.

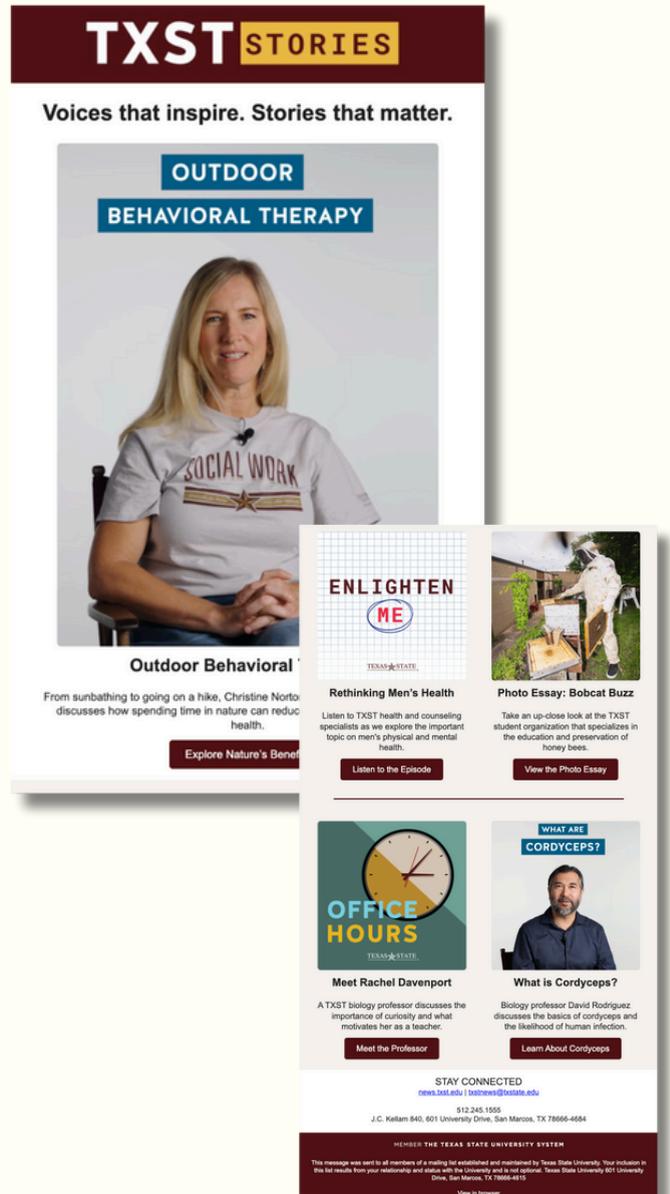
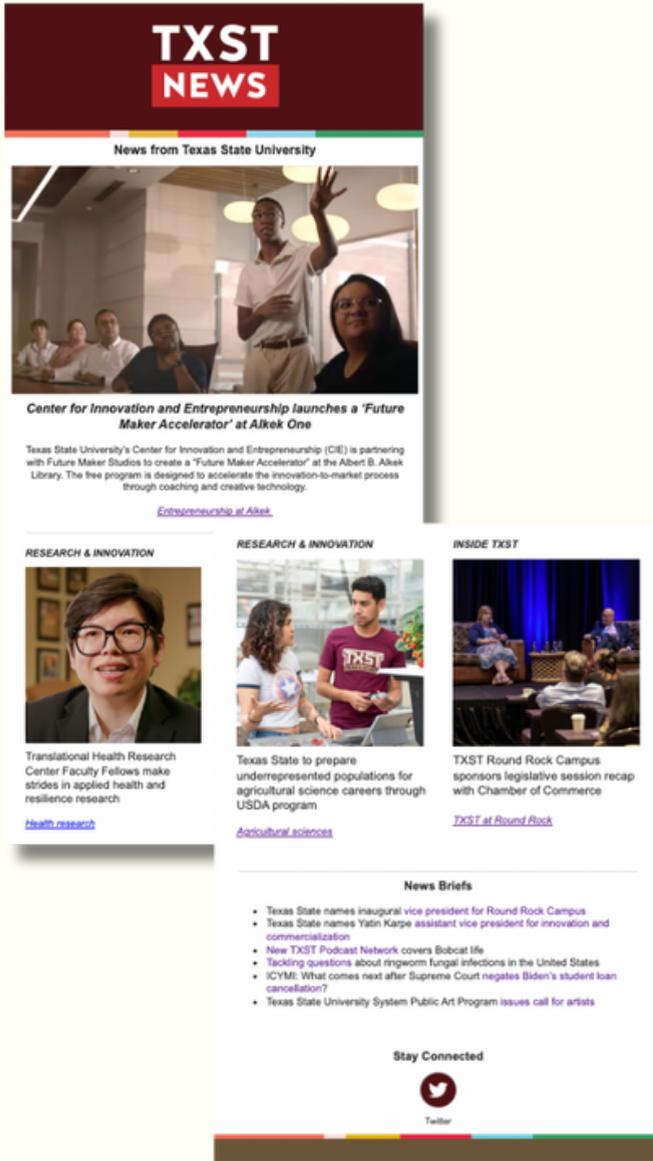
With the help of a team of videographers we have produced over 120 videos ranging in topics from research, student features, campus experience, alumni stories, and more. Increasing subscribers by 38%.



EMAIL MARKETING

ELISSA FONTENOT | EMAIL MARKETING SAMPLES

These include examples of a newsroom emails drafted in collaboration with Digital Manager and Editor, sent through Dynamics.



ELISSA FONTENOT | EMAIL MARKETING SAMPLES

These include examples of a presidential newsletters drafted in collaboration with VP of MarComm and Comms Director, sent through Dynamics.

THE CURRENT

HOSTED BY TXST PRESIDENT
DR. KELLY DAMPHOUSSE

From Politics to Supporting Student Leaders with Jack Martin
The Current Ep. 12

Listen on Spotify Listen on Apple Watch on YouTube

In the 12th episode of *The Current*, President Damphousse talks with Jack Martin, TXST Distinguished Alumnus and thought leader in communications, politics, and business. They discuss how he became interested in politics while running for Student Senate at TXST, meeting LBJ during his visits to campus, his time as a Regent, and his support of the [Jack Martin President's Leadership Class Scholars](#).

Would you like to submit a question for President Damphousse to address on his podcast, *The Current*? Simply fill out [this online form](#).

CONNECT WITH ME
president.txst.edu | president@txstate.edu

512.245.2121
J.C. Kellam 1020, 601 University Drive, San Marcos, TX 78666-4684

MEMBER THE TEXAS STATE UNIVERSITY SYSTEM

This message was sent to all members of a mailing list established and maintained by Texas State University. Your inclusion in this list results from your relationship and status with the University and is not optional. Texas State University 601 University Drive, San Marcos, TX 78666-4615

[View in browser](#)

FROM THE OFFICE OF TXST PRESIDENT
DR. KELLY DAMPHOUSSE'S
NEWSLETTER

The TXST Update

Dear Friends,

As this academic year comes to a close, I find myself reflecting on the special ties to people and place that make our university so remarkable.

Whether you graduated last year or decades ago, work every day to fulfill our mission as a TXST employee, or have partnered with us in service, research, or community-building, you are part of the Bobcat family – and that connection lasts a lifetime.

I'm excited to share some major updates that reflect where we have been—and where we are headed together.

Celebrating Bright Futures and Honoring Distinguished Leaders

[Commencement ceremonies](#) just wrapped up—a defining moment for more than 4,600 new Bobcat alumni. Shaking hands with our graduates as they cross in front of the stage is always moving for Beth and me, but this year's celebrations were especially inspiring. (Here is the story of an [octogenarian Bobcat](#) earning his master's degree!)

We also awarded four remarkable individuals [honorary doctorate degrees](#)—the 19th through 22nd to receive this recognition in our 126-year history. These distinguished leaders reflect the values we hold dear:

- **Richard A. Castro** (1970) – entrepreneur, civic leader, and champion for education.
- **Jack Martin** (1973) – renowned communications strategist and advisor, and dedicated supporter of higher education.
- **Taylor Sheridan** – award-winning filmmaker and storyteller who attended TXST as a theatre student.
- **Nathali Parker Weisman** (1998) – business leader and visionary advocate for TXST Athletics and the arts across Texas.

Their stories and achievements remind us of the broad and lasting impact our Bobcat community makes every day.

ELISSA FONTENOT | EMAIL MARKETING SAMPLES

These include examples of a divisional brand email in collaboration with Copy Writer and Creative Director, sent through Dynamics.

TEXAS STATE UNIVERSITY. 125

Explore Our Past, Present, and Future

Our history is rich with Bobcats who were driven to shape our community for the better, and that proud legacy continues today. Dig into our story.

[TXST 125 website](#)

Share Our Stories on Your Social Channels

We'll be posting historical content on the main TXST social media channels throughout the semester. Here's just one example of the type of content you could reshare on your accounts using the #TXST125 hashtag.

- TXST History: Aquarena Springs

- [Instagram](#)
- [LinkedIn](#)
- [Facebook](#)
- [X/Twitter](#)

Get Inspired by Your Colleagues

Our colleagues across the university are doing an amazing job of celebrating 125 into their communications.

Shop TXST 125 Merch

Whether you need giveaway items for an event or a gift for a special someone — or yourself! — check out our anniversary merch.

[TXST 125 Merch](#)

Host an Event

Tie your events to TXST 125 and add them to our 125th anniversary calendar. We have TXST 125 backdrops, banners, and photo props to help you celebrate.

- [TXST 125 Events Calendar](#)
- [TXST 125 Rental Items](#)

Get Ready for CELEBRATE 125

We're gearing up for the special [CELEBRATE 125 Spirit Rally](#) on November 14 at UFCU Stadium. The event's website will be updated as more information becomes available. Help us spread the word by resharing CELEBRATE 125 content on your social media accounts.

Use Our Toolkit

Official logos, email signatures, Zoom backgrounds, social media graphics, PowerPoint templates, and even coloring pages — we've put together a wide array of assets to help you celebrate TXST 125.

[TXST 125 Toolkit](#)

Have a question about TXST 125?

Check out our [Frequently Asked Questions](#) page for more details about the university's 125th anniversary.

TEXAS STATE UNIVERSITY
DIVISION OF MARKETING & COMMUNICATIONS

TEXAS STATE UNIVERSITY
DIVISION OF MARKETING & COMMUNICATIONS

As we wrap up our yearlong celebration of [Texas State's 125th Anniversary](#), we want to extend our heartfelt gratitude to everyone who made this milestone so special. Your enthusiasm, spirit, and support have truly made this year unforgettable.

- 87,334 users visited the [TXST 125 website](#).
- 130,822 number of times [The Legacy of Tomorrow: TXST 125 video](#) was played.
- 78,600+ people attended a TXST 125 event.

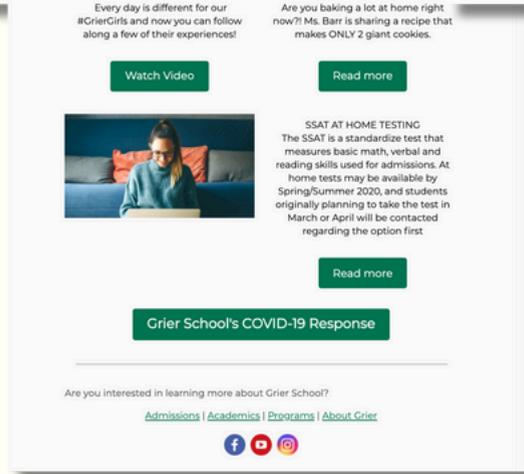
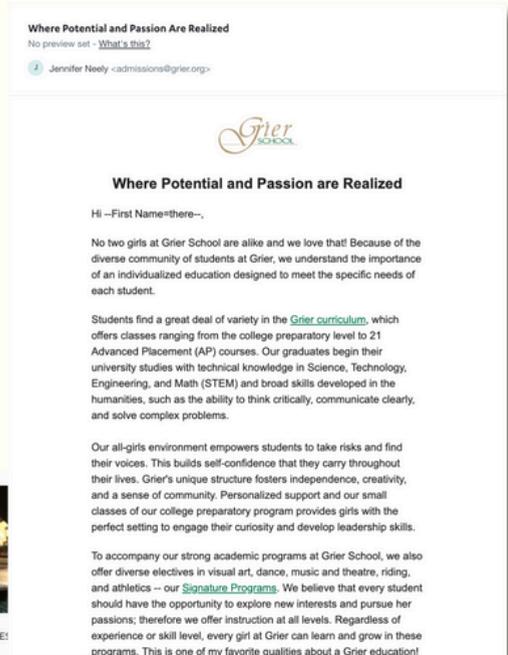
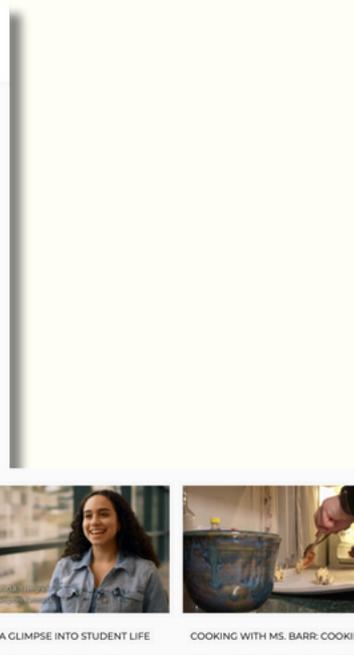
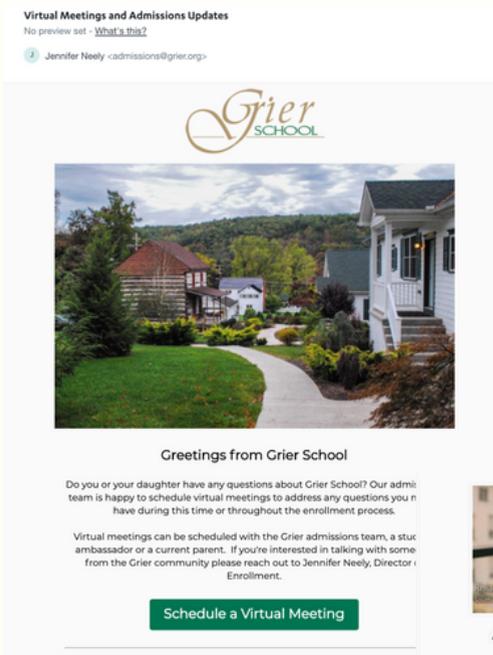
We hope you enjoyed this look back at the events and moments we shared throughout the year. We are proud of our past and excited for the future, and we couldn't have done it without you. Of course, this also means it's time to update your email signatures, virtual backgrounds, digital templates, banners, etc. Please remove all 125th logos and messages from your digital, print, and environmental communications. You can find our usual TXST brand-compliant assets in [Canva](#) or visit our brand resources site.

Thank you for being a part of this epic journey and for helping us step boldly into a whole new era of Bobcat history!

[TXST Brand Resources](#)

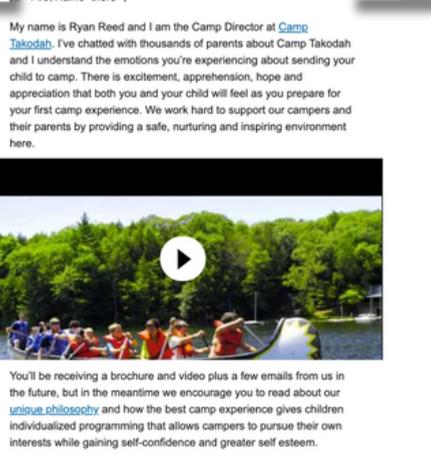
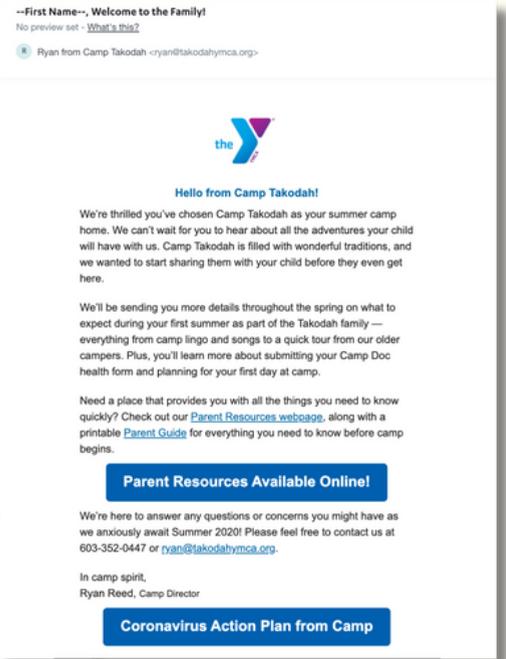
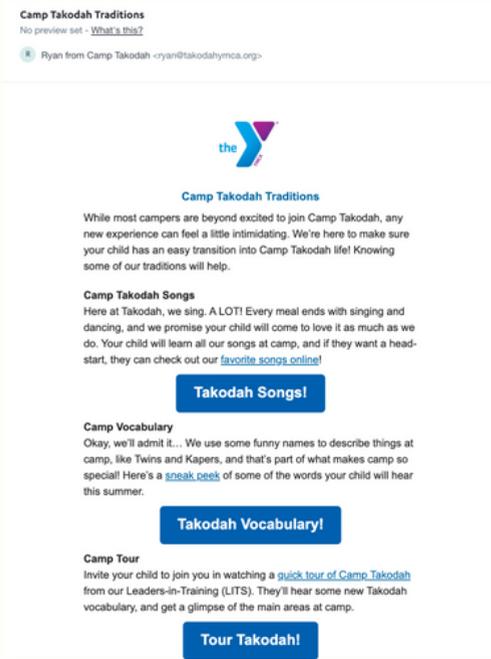
ELISSA FONTENOT | EMAIL MARKETING SAMPLES

These include examples of my email marketing experience - writing emails and setting up drip campaigns through Autopilot.



ELISSA FONTENOT | EMAIL MARKETING SAMPLES

These include examples of my email marketing experience - writing emails and setting up drip campaigns through Autopilot.



ELISSA FONTENOT | AWARDS & CASE STUDIES

These include awards and guidelines done in collaboration with the University Marketing Team at Texas State University

CASE Circle of Excellence: Introducing TXST's New University President - **CASE STUDY**

CASE Circle of Excellence: "Wear NEXT" Fashion Upcycling Events

CASE Circle of Excellence: Spanish Recruitment Campaign - **CASE STUDY**

CASE Circle of Excellence: TXST NEXT - **CASE STUDY**

TXST WINS AMA "HIGHER EDUCATION MARKETING TEAM OF THE YEAR" HONORS

Policies & Guidelines

Social Media Guidelines

Podcast Guidelines

ELISSA FONTENOT | SPEAKING & ENGAGEMENTS

These include virtual and in person conferences.

- Panelist – Social Media Strategies Summit Higher Ed (2025)
- Panelist – Hashtag Higher Ed US (2024)
- Co-Presenter – CASE District IV Conference Presentation with TXST President Kelly Damphousse (2024)
- Co-Presenter – AMA Higher Ed Presentation (2023)
- Panelist – Social Media Strategies Summit Higher Ed (2023)
- Presenter – AHEPPP: Family Engagement in Higher Education (2023)

CONTACT

ELISSA FONTENOT | CONTACT

Now, let's work together.



www.linkedin.com/in/elissafontenot



elissafontenot.com



[Contact available online](#)