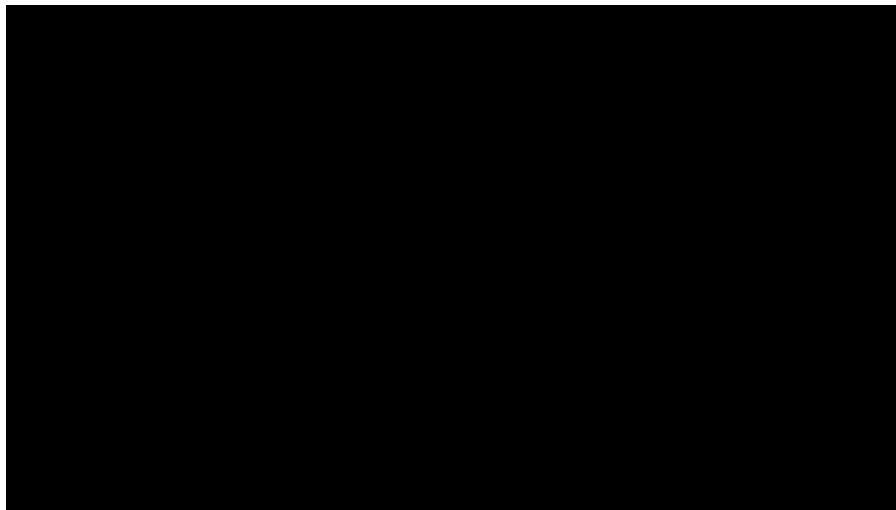


My Internship Demonstration Project is a portfolio of some of the materials I have made for Compost Cats. This year I have forayed into videography as our marketing and social media needs have expanded and I wanted to share some of the results of that. I also want to show a handful of social media posts and other marketing materials I have made that have contributed to our increase in followers and interactions with our online and in person audiences.

To begin, I would like to present the most recent video I have made for Compost Cats. As a result of our partnership with the City of Tucson Environmental & General Services, we were asked to create an instructional video for the participants of a new compost tumbler program. Members of the program all receive a tumbler that needs to be assembled for use. Over the span of this week, I revised a script for the video, shot footage based on the script, and edited that video into a final product that will be distributed to numerous Tucson residents, giving them a blueprint for how to correctly assemble their tumbler.



I have also made several reels for the Compost Cats Instagram account this year, an addition to our regular posting schedule that shift our team made to hopefully increase engagement and gain followers. I have included two reels that reached a lot of non-followers and had great engagement, and a few posts.

[Reel 1](#)

[Reel 2](#)

[Post 1](#)

[Post 2](#)

In addition to the digital media I have made, I have also made multiple fliers, presentations, signs, educational graphics and activities, as well as other general branded materials during this past school year. I have included some of the most recent.

[Composting For Schools Poster](#)

[Compost 101](#)

I also had the opportunity to make an Instagram post featuring one of the participant businesses in the Food Cycle commercial composting program, Snooze A.M. Eatery on Grant. I collaborated with brand managers and content creators from their corporate team to make a post incorporating design aspects of Snooze's branding to highlight their involvement in the program. It was an exciting opportunity to work with industry professionals and have our work shared on their platforms.

[Food Cycle Feature Post](#)