

**Kayleigh Shackford**

## **Marketing, Events & Fan Experience Campaign Portfolio**

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### **Behind the Athlete (BTA)**

Campaign: Awareness Game Activation & Suicide Awareness Month Walk-a-Thon

#### **Campaign Overview**

A multi-touch awareness campaign centered on mental health in athletics, combining an in-game activation with a community walk-a-thon to increase awareness, provide resources, and encourage community involvement.

#### **Objective**

Raise awareness of mental health resources for athletes, reduce stigma, and engage the campus and broader community in supporting BTA's mission.

#### **My Role**

- Event marketing and on-site activation support
- Social media content creation
- Community engagement and outreach

#### **Key Tactics & Execution**

- Planning and staffing a resource table at a University of Arizona Women's Soccer home game this Spring of 2026
- Preparing branded materials including resource flyers, stickers, and green ribbon tattoos
- Designing posters featuring QR codes linking fans to BTA's donation portal and mental health resources
- Creating Canva promotional graphics for Suicide Awareness Month Walk-a-Thon
- Developing clear calls-to-action to encourage pledging and participation

#### **Messaging & Call to Action**

Messaging Focus: Together we can break the silence, end the stigma, and remind our athletes that no one walks alone.

Call to Action: Pledge a dollar amount per minute walked and connect with BTA resources through QR codes and social platforms.

### Anticipated Impact

- Increased visibility of BTA’s mission on campus and online
- Strong engagement from athletes, families, and fans
- Connection between awareness efforts, fundraising, and accessible mental health resources

### Visuals

- Event signage and QR code posters
- Social media graphics
- On-site activation photos



**BEHIND THE ATHLETE  
WALK-A-THON  
I'M WALKING!**

Support Your Local Athlete this September!

Join me during Suicide Awareness Month as I walk to raise hope, awareness, and support for mental health. Together, we can break the silence, end the stigma, and remind our athletes — and our community — that no one walks alone.

**ATHLETE MENTAL HEALTH MATTERS  
HUMAN > ATHLETE**

Pledge a dollar amount per minute, and let your athlete do the rest! The more you pledge, the more money they donate!

(For Example: If you pledge \$1 per minute, and the athlete you pledge for walks for an hour, you donate \$60)

**PLEDGE TODAY!**

CONNECT WITH US!  
INSTAGRAM: @BEHINDTHEATHLETE.MH  
EMAIL: BEHINDTHEATHLETEMH@GMAIL.COM




**SUPPORT YOUR LOCAL ATHLETE**

FOLLOW US ON INSTAGRAM!

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FOLLOW US ON INSTAGRAM!

FOLLOW US ON INSTAGRAM!

**BEHIND THE ATHLETE  
MENTAL HEALTH ADVOCATION**

**ATHLETE MENTAL HEALTH MATTERS  
HUMAN > ATHLETE**




## Global Health & Body Composition Institute (GHBCI)

Campaign: Brand Awareness & Engagement Strategy

### Campaign Overview

A digital-first marketing strategy designed to grow GHBCI's brand awareness, credibility, and consultation pipeline through consistent, educational content.

### Objective

Increase brand visibility, newsletter sign-ups, and consultation bookings.

### My Role

- Marketing strategist
- Campaign planning and audience targeting

### Key Tactics & Execution

- Built a comprehensive digital communications strategy across social media and email newsletters
- Created a branded content calendar focused on health, wellness, and body composition education

- Developed promotional funnels to guide users from content engagement to newsletter sign-ups and consultation requests
- Ongoing campaign optimization and development

### Expected Outcomes

- Growth in digital presence and brand credibility
- Stronger pipeline of consultation inquiries through improved brand touchpoints

### Visuals

- Social media content samples
- Newsletter layouts
- Branded educational graphics



**GLOBAL HEALTH AND BODY COMPOSITION INSTITUTE**

**How did your method work for you?**  
Did it help you better understand your health and progress?

**We want to hear from you!**

👉 To learn more about body composition and evidence-based approaches, check out our website!

**VISIT OUR WEBSITE**

🔗 Link in bio

**GLOBAL HEALTH AND BODY COMPOSITION INSTITUTE**

**HOW DO YOU MEASURE YOUR BODY COMPOSITION?**

Tell us in the comments – what method did you use?

- ✓ Body composition scale
- ✓ Body composition watch
- ✓ DEXA, BIA, or something else

**We want to hear from you!**

SWIPE →



## **Ellie Mental Health**

Campaign: Mental Health Awareness Week & Ongoing Social Media Content

### **Campaign Overview**

A content-driven campaign supporting Mental Health Awareness Week while strengthening ongoing community engagement and brand trust.

### **Objective**

Increase awareness of Ellie Mental Health's services and encourage community engagement and trust.

### **My Role**

- Social media strategy development
- Content creation (graphics and copy)
- Community engagement

### **Key Tactics & Execution**

- Created event-specific posts aligned with national mental health awareness initiatives
- Designed therapist introduction graphics to humanize the brand and build trust
- Maintained a consistent posting cadence to support long-term engagement

### **Impact**

- Strong engagement through shares, comments, and event participation
- Increased familiarity and trust with staff and available services

### **Visuals**

- Mental Health Awareness Week posts
- Therapist introduction graphics

## Now Accepting *New Clients*

Alex Dean  
LPC Resident

**Specialties:**

- Chronic Pain & Health Management
- Weight Loss & Binge eating
- Substance Abuse
- Career Counseling



## Meet an Ellie *Therapist*

Patrick Alwine  
LCSW

**Specialties:**

- Adults & children with chronic medical conditions
- Motivational Interviewing
- CBT
- Mindfulness

**Fun facts:**

- Military & medical family background



## May is Mental Health Awareness Month

