

# CAPSTONE PRESENTATION



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**COME AS YOU ARE**<sup>TM</sup>

TONY FACCHINELLO

# ABOUT ME

## TONY FACCHINELLO

- JUNIOR AT UNIVERSITY OF COLORADO BOULDER
- LEEDS BUSINESS SCHOOL: MARKETING
- MINOR IN SPANISH
- CERTIFICATE IN GLOBAL BUSINESS



## RETAIL MARKETING INTERN: SUMMER 2019

# RESPONSIBILITIES OVERVIEW

- Brief in and manage retail Eblasts throughout creative development
- Help manage the America's Marketing Request (AMR) Inbox and communicate with printing vendors for 174 stores
- Post developer tiles for mall promotions
- Help implement I Summer and BTS campaign
- Prepare for Croctober, and Holiday campaigns.
- Create monthly promo reports for AAA and Retail Me Not
- Create marketing collections for vendors and partners on request
- Setting up new vendors in our system

**crocs™**  
COME AS YOU ARE™

**STOCK UP FOR BACK-TO-SCHOOL  
CLASSIC TRY & BUY**



**Mídete cualquier par de Classic Clogs o los nuevos Classic Crocs Slide y obtén**  
**\$10 DE DESCUENTO**  
en tu compra de \$75 ó MAS\*

**crocs™**  
**STYLE IS NOW  
IN SESSION**  
**\$10 OFF**  
your purchase of \$75 or more.\*



\*Valid in-store only. See store for details.

**KEEP IT  
COLORFUL**



**NEW TIE-DYE STYLES TO DIE FOR**  
Timeless, fun and full of peaceful good vibes, the sun-faded tie-dye graphics on these clogs are the perfect way to make an oversize indie-style statement.

**FIND A STORE**



**EXPRESS YOURSELF**  
Personalize your clog with Jibbitz™ charms of your favorite snacks, sports, characters, emojis and everything that makes you so you.

**\$10 OFF**  
your purchase of \$75 or more.\*

**FIND A STORE**

**WOMEN**

**MEN**

**KIDS**

**CROCS AT WORK™**

**SALE**

**UNIQUE STARTS WITH YOU**

**UGC** **UGC** **UGC**

# PROJECTS I WORKED ON

- Mobile Pop-Up Vendor presentation
- Help design Visual Standards guidelines
- Researched and found potential sticker vendors for future campaigns
- June Friends and Family report and pitch
- Luggage Re-design for sales representatives
- Photoshop/InDesign project for visual merchandising floorplans



# TAKEAWAYS AND FAVORITE ASPECTS

- Confidence and familiarity with a corporate business setting
- Experience in a company that is having tremendous success
- Marketing insight on building/continuing brand heat and success
- Relaxed work environment that kept me motivated
- Having fun doing my job
- Easy to network and create conversations
- An amazing team that supported me continuously
- Intern lunches that provide insights to all departments of the company
- Extension through FH19 and continuation to building my career path



# QUESTIONS

