



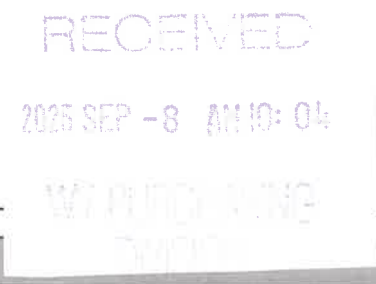
Department of Administration
 Purchasing Division
 2019 Washington Street East
 Post Office Box 50130
 Charleston, WV 25305-0130

State of West Virginia
 Centralized Request for Proposals
 Service - Prof

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BID RECEIVING LOCATION

BID CLERK
 DEPARTMENT OF ADMINISTRATION
 PURCHASING DIVISION
 2019 WASHINGTON ST E
 CHARLESTON WV 25305
 US



VENDOR

Vendor Customer Code: VS0000049895

Vendor Name : Untitled Content

Address : 1428

Street : High Street

City : Pittsburgh

State : PA **Country :** USA **Zip :** 15212

Principal Contact : Holly Bulvony

Vendor Contact Phone: 412-860-4023 **Extension:**

FOR INFORMATION CONTACT THE BUYER

Toby L Welch
 (304) 558-8802
 toby.l.welch@wv.gov

Vendor Signature X *Holly Bulvony* **FEIN#** 33-3505691 **DATE** 09.06.2025

All offers subject to all terms and conditions contained in this solicitation

REQUEST FOR PROPOSAL
West Virginia State Treasurer's Office
Professional Advertising, Marketing and Promotional Services

- 6.8. Availability of Information:** Proposal submissions become public and are available for review immediately after opening pursuant to West Virginia Code §5A-3-11(h). All other information associated with the RFP, including but not limited to, technical scores and reasons for disqualification, will not be available until after the contract has been awarded pursuant to West Virginia Code of State Rules §148-1-6.3.d.

By signing below, I certify that I have reviewed this Request for Proposal in its entirety; understand the requirements, terms and conditions, and other information contained herein; that I am submitting this proposal for review and consideration; that I am authorized by the bidder to execute this bid or any documents related thereto on bidder's behalf; that I am authorized to bind the bidder in a contractual relationship; and that, to the best of my knowledge, the bidder has properly registered with any State agency that may require registration.

Untitled Content

(Company)

Halley Sulway, President

(Representative Name, Title)

412-860-4023

(Contact Phone/Email)

09.06.2025

(Date)

DESIGNATED CONTACT: Vendor appoints the individual identified in this Section as the Contract Administrator and the initial point of contact for matters relating to this Contract.

(Printed Name and Title) Holly Bulvony, President

(Address) 1428 High Street, Pittsburgh PA 15212

(Phone Number) / (Fax Number) 412-860-4023

(email address) holly@untitledcontent.com

CERTIFICATION AND SIGNATURE: By signing below, or submitting documentation through wvOASIS, I certify that: I have reviewed this Solicitation/Contract in its entirety; that I understand the requirements, terms and conditions, and other information contained herein; that this bid, offer or proposal constitutes an offer to the State that cannot be unilaterally withdrawn; that the product or service proposed meets the mandatory requirements contained in the Solicitation/Contract for that product or service, unless otherwise stated herein; that the Vendor accepts the terms and conditions contained in the Solicitation, unless otherwise stated herein; that I am submitting this bid, offer or proposal for review and consideration; that this bid or offer was made without prior understanding, agreement, or connection with any entity submitting a bid or offer for the same material, supplies, equipment or services; that this bid or offer is in all respects fair and without collusion or fraud; that this Contract is accepted or entered into without any prior understanding, agreement, or connection to any other entity that could be considered a violation of law; that I am authorized by the Vendor to execute and submit this bid, offer, or proposal, or any documents related thereto on Vendor's behalf; that I am authorized to bind the vendor in a contractual relationship; and that to the best of my knowledge, the vendor has properly registered with any State agency that may require registration.

By signing below, I further certify that I understand this Contract is subject to the provisions of West Virginia Code § 5A-3-62, which automatically voids certain contract clauses that violate State law; and that pursuant to W. Va. Code 5A-3-63, the entity entering into this contract is prohibited from engaging in a boycott against Israel.

Untitled Content

(Company)

(Signature of Authorized Representative)

Holly Bulvony, President

(Printed Name and Title of Authorized Representative) (Date)

412-860-4023

(Phone Number) (Fax Number)

holly@untitledcontent.com

(Email Address)

State of West Virginia

VENDOR PREFERENCE CERTIFICATE

Certification and application is hereby made for Preference in accordance with **West Virginia Code**, §5A-3-37. (Does not apply to construction contracts). **West Virginia Code**, §5A-3-37, provides an opportunity for qualifying vendors to request (at the time of bid) preference for their residency status. Such preference is an evaluation method only and will be applied only to the cost bid in accordance with the **West Virginia Code**. This certificate for application is to be used to request such preference. The Purchasing Division will make the determination of the Vendor Preference, if applicable.

1. **Application is made for 2.5% vendor preference for the reason checked:**
 Bidder is an individual resident vendor and has resided continuously in West Virginia, or bidder is a partnership, association or corporation resident vendor and has maintained its headquarters or principal place of business continuously in West Virginia, for four (4) years immediately preceding the date of this certification; **or,**
 Bidder is a resident vendor partnership, association, or corporation with at least eighty percent of ownership interest of bidder held by another entity that meets the applicable four year residency requirement; **or,**
 Bidder is a nonresident vendor which has an affiliate or subsidiary which employs a minimum of one hundred state residents and which has maintained its headquarters or principal place of business within West Virginia continuously for the four (4) years immediately preceding the date of this certification; **or,**
2. **Application is made for 2.5% vendor preference for the reason checked:**
 Bidder is a resident vendor who certifies that, during the life of the contract, on average at least 75% of the employees working on the project being bid are residents of West Virginia who have resided in the state continuously for the two years immediately preceding submission of this bid; **or,**
3. **Application is made for 2.5% vendor preference for the reason checked:**
 Bidder is a nonresident vendor that employs a minimum of one hundred state residents, or a nonresident vendor which has an affiliate or subsidiary which maintains its headquarters or principal place of business within West Virginia and employs a minimum of one hundred state residents, and for purposes of producing or distributing the commodities or completing the project which is the subject of the bidder's bid and continuously over the entire term of the project, on average at least seventy-five percent of the bidder's employees or the bidder's affiliate's or subsidiary's employees are residents of West Virginia who have resided in the state continuously for the two immediately preceding years and the vendor's bid; **or,**
4. **Application is made for 5% vendor preference for the reason checked:**
 Bidder meets either the requirement of both subdivisions (1) and (2) or subdivision (1) and (3) as stated above; **or,**
5. **Application is made for 3.5% vendor preference who is a veteran for the reason checked:**
 Bidder is an individual resident vendor who is a veteran of the United States armed forces, the reserves or the National Guard and has resided in West Virginia continuously for the four years immediately preceding the date on which the bid is submitted; **or,**
6. **Application is made for 3.5% vendor preference who is a veteran for the reason checked:**
 Bidder is a resident vendor who is a veteran of the United States armed forces, the reserves or the National Guard, if, for purposes of producing or distributing the commodities or completing the project which is the subject of the vendor's bid and continuously over the entire term of the project, on average at least seventy-five percent of the vendor's employees are residents of West Virginia who have resided in the state continuously for the two immediately preceding years.
7. **Application is made for preference as a non-resident small, women- and minority-owned business, in accordance with West Virginia Code §5A-3-59 and West Virginia Code of State Rules.**
 Bidder has been or expects to be approved prior to contract award by the Purchasing Division as a certified small, women- and minority-owned business.
8. **Application is made for reciprocal preference.**
 Bidder is a West Virginia resident and is requesting reciprocal preference to the extent that it applies.

Bidder understands if the Secretary of Revenue determines that a Bidder receiving preference has failed to continue to meet the requirements for such preference, the Secretary may order the Director of Purchasing to: (a) rescind the contract or purchase order; or (b) assess a penalty against such Bidder in an amount not to exceed 5% of the bid amount and that such penalty will be paid to the contracting agency or deducted from any unpaid balance on the contract or purchase order.

By submission of this certificate, Bidder agrees to disclose any reasonably requested information to the Purchasing Division and authorizes the Department of Revenue to disclose to the Director of Purchasing appropriate information verifying that Bidder has paid the required business taxes, provided that such information does not contain the amounts of taxes paid nor any other information deemed by the Tax Commissioner to be confidential.

Bidder hereby certifies that this certificate is true and accurate in all respects; and that if a contract is issued to Bidder and if anything contained within this certificate changes during the term of the contract, Bidder will notify the Purchasing Division in writing immediately.

Bidder: Untitled Content Signed: Henry Buloway
Date: 9/6/2025 Title: President

*Check any combination of preference consideration(s) indicated above, which you are entitled to receive.

REQUEST FOR PROPOSAL WEST VIRGINIA STATE TREASURER'S OFFICE

PROFESSIONAL ADVERTISING, MARKETING
AND PROMOTIONAL SERVICES

SOLICITATION NUMBER: CRFP ST02600000001

TECHNICAL PROPOSAL



TO: BID CLERK
DEPARTMENT OF ADMINISTRATION
PURCHASING DIVISION
2019 WASHINGTON ST. EAST
CHARLESTON WV 25305

VENDOR NAME: UNTITLED CONTENT
BUYER: TOBY L. WELCH
BID OPENING DATE: WEDNESDAY, SEPTEMBER 10, 2025
BID OPENING TIME: 1:30 P.M.
FAX NUMBER 304-558-3970

FROM: HOLLY BULVONY
HOLLY@UNTITLEDCONTENT.COM
UNTITLED CONTENT
1428 HIGH STREET.
PITTSBURGH, PA 15212

SEPTEMBER 6, 2025

untitled

WHERE PUBLIC TRUST MEETS PERFORMANCE MARKETING



WEST VIRGINIA OFFICE OF THE
STATE TREASURER

PRESENTED BY
Holly Bulvony

September 06, 2022

untitled

TABLE OF CONTENTS

| | |
|---|--------------|
| 4.2.1. SCOPE OF SERVICES | 04 |
| 4.2.1.1. ACCOUNT MANAGEMENT | 05-07 |
| 4.2.1.2. CAMPAIGN STRATEGY | 08-09 |
| 4.2.1.2. CREATIVE SERVICES | 10-19 |
| 4.2.1.3. COMPREHENSIVE MARKETING AND/OR ADVERTISING CAMPAIGN | 20 |
| 4.2.1.4. TARGETED DIGITAL ADVERTISING CAMPAIGN | 20-25 |
| 4.2.2. MANDATORY PROJECT REQUIREMENTS | 26 |
| 4.3. QUALIFICATIONS AND EXPERIENCE INFORMATION | 27 |
| 4.3.1.1. VENDOR INFORMATION | 28 |
| 4.3.1.2. SIZE, ENGAGEMENTS, CAPABILITIES, LOCATIONS | 29-30 |
| 4.3.1.3. KEY ACCOUNT EXECUTIVE | 31 |
| 4.3.1.4. ASSIGNED STAFF | 32-37 |
| 4.3.1.5. COMPANY TURNOVER | 38 |
| 4.3.2.1-4.3.2.3 MANDATORY EXPERIENCE | 39 |
| OUR REFERENCES | 40-41 |

4.2.1.Scope of Services

SCOPE OF SERVICES

We will develop and execute comprehensive marketing strategies, creative services, and media planning and buying initiatives to support a range of programs aimed at increasing participation across the state of West Virginia.

**CREATIVE
THAT
CONNECTS.
STRATEGY
THAT
CONVERTS.**

STORYTELLING THAT ELEVATES.

4.2.1.1. ACCOUNT MANAGEMENT

As a top-tier creative agency, Untitled Content has deep roots in recruitment campaigns and we specialize in storytelling that elevates your mission and strategy that drives measurable recruitment outcomes.

We've partnered with governmental, financial and nonprofit organizations across the country to boost awareness, build trust, and move prospective participants from interest to action. Our work is informed by years of experience in the recruitment, retention, and traditional and digital transformation space. Every campaign we build is grounded in the outcomes you care about: opportunity, recruitment and impact. That's what sets our approach apart—and what drives results for our partners.

Untitled Content was built to bridge the gap between storytelling, strategy and results. Our roots are in production—but our mindset is outcomes-first. We obsess over what works and why, using data to shape every frame, every message, every campaign.

We've helped organizations to reverse declining participation trends, increase yield, and build sustainable pipelines through audience-first, insight-led campaigns that span platforms and generations.

STORYTELLING THAT ELEVATES.

4.2.1.1. ACCOUNT MANAGEMENT

Our Approach to Account Management

At Untitled, we approach account management as a true partnership—working as an extension of your team to drive results with insight, strategy, and efficiency.

Insight-Driven – We begin by grounding every decision in primary and secondary research, blending real-world data with market intelligence to uncover actionable opportunities. Using platforms such as Claritas, Nielsen Scarborough, Meta Business Suite, Google Analytics 4, and proprietary software built for granular persona identification.

Smart Strategy – Campaigns and media plans are designed to connect your brand with the right audiences, balancing traditional and digital channels for maximum impact.

Cost-Effective Execution – Every project is developed and managed with efficiency in mind. We scope carefully, track budgets closely, and deliver high-quality work that maximizes your investment. Budgets are reviewed weekly with clients, balanced with outcomes and metrics reporting to ensure we reach our goals.

Seamless Integration – Our team collaborates as part of yours—proactive, transparent, and committed to your goals. We value integrity and trust, blended with strong collaboration with your team.

Relationship Building – Untitled Content recognizes that foundation of a successful client/agency partnership is one built on mutual respect, active listening and a commitment to shared positive outcomes. We work diligently to earn our client's trust and confidence and value robust collaboration.

Ongoing Optimization – We continuously measure, refine, and adjust to keep your initiatives performing and your brand moving forward.

**WE'RE NOT
GUESSING.
WE'RE
CREATING
WITH
PURPOSE.**

CAMPAIGNS THAT DELIVER

4.2.1.2. CAMPAIGN STRATEGY

At Untitled, every campaign starts with research. Primary and secondary insights are the foundation for strategies that work. Collaborating closely with your team, we turn those insights into story-driven campaigns that reach—and move—your audience, from Gen Z to older adults. Whether your goal is awareness, recruitment, participation, or retention, we deliver measurable results.

We don't do one-size-fits-all. Every campaign is custom-built around clear, measurable outcomes—brand lift, lead generation, customer acquisition, and long-term loyalty. We test creative concepts, set benchmarks, and use predictive analytics and contextual targeting to identify precise audience personas. These insights inform both digital and traditional media strategies and guide KPIs and other key metrics.

Our in-house team—strategists, designers, analysts, media buyers, editors, and directors—works fast, focused, and with precision. In a world where opportunities move quickly, so do we.

4.2.1.2. CREATIVE SERVICES

CREATIVE SERVICES

Untitled is well positioned to provide a full range of creative services, including polished, commercial-quality designs, original copywriting, graphics, photography, storyboards, audio and video production, print materials, digital assets, and other creative content. Our team includes strategists, account managers, and producers, designers, writers, media strategists, directors, editors, and motion graphic designers, all supported by a full-scale production studio and editing suites capable of handling the entire production pipeline from concept to completion.

FULL SCALE PRODUCTION

4.2.1.2. CREATIVE SERVICES

From pre-production to post, we handle the full production pipeline - built for digital speed and brand-level polish.

- Concept Development
- Directing + Cinematography
- Studio + On-Location Shoots
- Motion Control + Tabletop
- Edit
- Color Correction
- Sound

PERFORMANCE STRATEGY

4.2.1.2. CREATIVE SERVICES

We don't just make content- we track it, test it, and optimize it. Our goal is always measurable impact.

- Data-Driven Creative Briefs
- Audience & Platform Insights
- Paid Media Strategy & Campaigns
- Performance Reporting & Analytics
- Creative Optimization Loops

Digital-First Strategy, Traditional Media, & Campaign Creative

4.2.1.2. CREATIVE SERVICES

- ▶ Annual Marketing Plans
- ▶ Brand Strategy & Positioning
- ▶ Recruitment Marketing
- ▶ Campaign Creative Development & Storytelling
- ▶ Branded Series & Storytelling
- ▶ UGC & Influencer Direction
- ▶ Video Production
- ▶ Motion Design & Animation
- ▶ Web & Content Strategy
- ▶ Editorial & Platform Strategy
- ▶ Advancement & Alumni Engagement
- ▶ KPI's & Metrics
- ▶ Reputation Management & Thought Leadership
- ▶ Digital and Traditional Media Planning + Buying
(including CTV/OTT, streaming audio, and out-of-home)

SEO AND DIGITAL WITH AN AI APPROACH

4.2.1.2. CREATIVE SERVICES

Our Approach to SEO and Digital Strategy (Including AI Adaptation)

Our strategy is grounded in two key ideas: help people find what they're looking for, and help organizations stay visible and relevant as the digital landscape evolves.

Integrated Planning: We align SEO, paid media, and web content so they reinforce each other—no siloed efforts.

Data-Informed: We analyze past campaign performance, search trends, and demographic data to shape digital media plans that are measurable and adaptable.

AI-Forward: We optimize content to be discoverable not only in traditional search engines, but also AI-driven experiences like Google SGE, Bing Copilot, and tools like ChatGPT. This includes using natural language, structured data, and question-driven content formats.

We are not just reactive—we **future-proof** your digital footprint to meet users where they are today and where they'll be tomorrow.

SEO AND DIGITAL WITH AN AI APPROACH CONTINUED

4.2.1.2. CREATIVE SERVICES

AI plays a critical role in scaling and optimizing this work.

We use AI tools to:

- ▶ Analyze large sets of search data and user behavior patterns.
- ▶ Predict emerging trends and identify new content opportunities faster than traditional tools.
- ▶ Generate smart content outlines and drafts that maintain tone and accuracy while accelerating production.
- ▶ Continuously test and optimize headlines, meta descriptions, and CTAs for better engagement and conversions.

On the digital strategy side, we view SEO as one part of a full-funnel system. Our [AI-adapted strategies](#) connect organic, paid, and social efforts, using machine learning tools to personalize experiences, refine targeting, and automate media buying for higher efficiency and ROI.

Ultimately, our SEO and digital strategy approach is [adaptive, integrated, and always evolving](#)—because search behavior, platforms, and algorithms don't stand still, and neither do we.

DIGITAL MARKETING STRATEGY PLANNING & EXECUTION ACROSS CHANNELS

4.2.1.2. CREATIVE SERVICES

We develop and execute full-funnel digital strategies tailored to drive participation, increase awareness, and engage the public.

Our planning begins with defining your audience and goals, then mapping the digital tactics accordingly:

Search: Drive high-intent traffic to public programs.

Meta (Facebook/Instagram): Target specific demographics with interest-based ads and retargeting.

YouTube & Streaming Video (CTV): Promote programs through short-form success stories.

DIGITAL MARKETING STRATEGY PLANNING & EXECUTION ACROSS CHANNELS

4.2.1.2. CREATIVE SERVICES

We manage media buying, and performance optimization, delivering real-time dashboards and strategic reporting that ties efforts to program goals.

Spotify Audio + Display

- ▶ Build awareness for general brand and specific campaigns like Banking Services and Hope Scholarship Program.

Retargeting & Geofencing:

- ▶ Stay in front of site visitors and reach mobile users around areas of greatest opportunity.

WEB SERVICES AND WEBSITE MANAGEMENT

4.2.1.2. CREATIVE SERVICES

We understand that program web needs can be dynamic, and not all stakeholders have a technical background. Our approach is built on collaboration, transparency, and expectation management.

Ongoing Updates: We handle regular content changes, updates, and seasonal pushes.

Page (Re)Development: For new programs or restructured content, we provide design and development support—ensuring new pages follow UX and accessibility best practices.

Governance & Training: We help set up internal workflows or approval processes so that your team feels supported and empowered, while ensuring quality control.

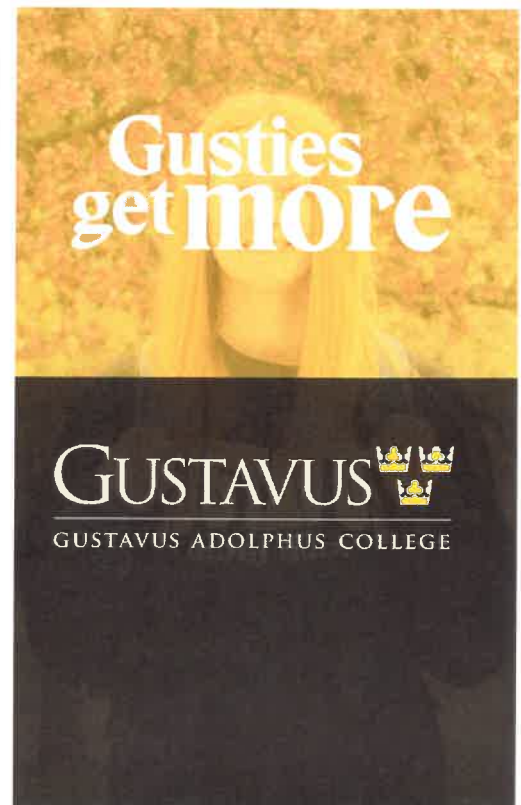
Expectations Management: We know urgency is common, and we set clear timelines, offer templated solutions when needed, and proactively communicate progress—so everyone stays aligned.

INNOVATION & CREATIVITY

4.2.1.2. CREATIVE SERVICES

At Untitled Content, innovation means more than new tech, it's about solving the right problems in smarter ways. We push beyond cookie-cutter campaigns to build content that speaks directly to the hearts, minds, and devices of the public.

We're not afraid to test bold ideas. We use data to take risks with confidence. We adapt quickly and scale what works. Our ideas are fast, fresh, and fiercely aligned to results.



CAMPAIGNS THAT DELIVER

4.2.1.3. COMPREHENSIVE MARKETING AND/OR ADVERTISING CAMPAIGN

Untitled begins every engagement with a collaborative discussion around metrics and outcomes. Once goals and objectives are clearly defined—along with controls such as timelines and budget allocations—as a team, we develop strategies aligned to each goal. These strategies then guide the selection of tactics, ensuring every action is purposeful and tied to measurable outcomes.

4.2.1.4. TARGETED DIGITAL ADVERTISING CAMPAIGN

We approach digital campaigns with the same proven rigor as our comprehensive campaign strategies. Grounded in research on user experience and conversions, we establish clear objectives, controls, and metrics—aligned with your budget and best possible outcomes. Working collaboratively with your team, we set these parameters, then closely monitor performance daily, weekly, and monthly, with transparent client reporting. By keeping a sharp focus on conversions, we can quickly optimize or reinforce tactics as needed.

CAMPAIGNS THAT DELIVER

4.2.1.4. TARGETED DIGITAL ADVERTISING CAMPAIGN CONT.

Best-in-class digital technology is table stakes today. We have it—and so do most reputable digital media companies. But technology alone doesn't guarantee success. What truly sets Untitled apart is our differentiator: our team. We combine cutting-edge tools with unmatched transparency, creativity, collaboration, accessibility, expertise, and service.

Our formula for success may sound straightforward—lean in closer, work harder, think further, and optimize smarter than other agencies. But if it were that simple, everyone would be doing it. The reality is that it takes relentless focus and hard work. That's what fuels us. Hard work has never intimidated us; it drives us to treat your business as if it were our own—delivering results that consistently exceed expectations.

Untitled leverages advanced software to hyper-target audiences, supported by primary and secondary research and powerful segmentation platforms such as Claritas, G4, Adobe Analytics, contextual segmentation, and look-alike behavioral modeling. Through these tools—and our deep relationships with research and digital development organizations—we can precisely identify, segment, and predict audience behaviors with unmatched accuracy.

CAMPAIGNS THAT DELIVER

4.2.1.4. TARGETED DIGITAL ADVERTISING CAMPAIGN CONT.

Of course, targeting is only half the story. Creative must resonate. Untitled ensures every message is relevant to each identified persona. We employ tested message hierarchies, proven persuasive language, and techniques designed to capture both heart and mind. The result is work that goes beyond attractive visuals: authentic, emotional, and persuasive storytelling that moves people to act.

We track results through a customizable dashboard—real-time or daily updates—that provides the immediacy today's fast-moving environment demands. By fostering a collaborative relationship with the STO and key decision-makers, Untitled ensures the Agency is engaged early in the process so the entire team moves forward in alignment. A healthy exchange of ideas and institutional knowledge strengthens campaign credibility and creates the right cadence for success.

At Untitled, we respect that clients know their business best, just as we know marketing. Together, that combination is unstoppable.

DIGITAL CAMPAIGN EXAMPLE: BEAVER COUNTY COMMUNITY COLLEGE

4.2.1.4. TARGETED DIGITAL ADVERTISING CAMPAIGN CONT.

Overview

CCBC aimed to boost awareness and enrollment for its renowned Aviation Science program—one of the college’s most distinctive offerings. Despite strong career outcomes, the program needed a lift in visibility across the region.

The Challenge

CCBC needed to fill its Aviation Sciences program and increase flight training partners across the state of Pennsylvania. With a limited budget and a short window of opportunity, we needed to build a highly targeted and tightly crafted campaign that delivered results quickly.

The Solution

We launched a multimedia campaign that blended digital and public relations, targeting populations near accessible small airports with flight training providers. Our approach combined geo-targeting, compelling creative, and platform-native storytelling to connect with prospective students ready to take off.

DIGITAL CAMPAIGN EXAMPLE: BEAVER COUNTY COMMUNITY COLLEGE

4.2.1.4. TARGETED DIGITAL ADVERTISING CAMPAIGN CONT.

Key Strategies Included:

- Identification of high population areas and flight training providers across Pennsylvania, Ohio, and New Jersey.
- Geofencing by zip code, demographics, psychographics and look alike contextual targeting.
- Creation of website landing page for immediacy and easy application.
- Creation of compelling digital ads with link to landing page.
- Keyword search retargeting and category contextual targeting to identify intent-driven prospects.
- Earned media, press release, faculty interviews, blog entries

DIGITAL CAMPAIGN EXAMPLE: BEAVER COUNTY COMMUNITY COLLEGE

4.2.1.4. TARGETED DIGITAL ADVERTISING CAMPAIGN CONT.

Campaign Category

- ▶ Higher Education

Campaign Duration

- ▶ 3 Months

Results

The campaign delivered excellent results:

- ▶ Leads for Aviation Sciences increased by 47 %.
- ▶ Enrollment filled for the 2024-25 academic year.
- ▶ New flight training provider contracts increased almost **100% across Pennsylvania** from five to nine.
- ▶ Open house attendance exceeded capacity.

CAMPAIGNS THAT DELIVER

4.2.2. Mandatory Project Requirements

4.2.2.1. - Untitled Content offers full capabilities to plan, design and purchase across the entire spectrum of advertising platforms –traditional channels such as print, outdoor, and direct mail, as well as digital and social media. We also maintain established media agreements and strong relationships with major outlets, ensuring seamless placement and cost-effective campaigns. We also are capable of securing platforms and media prior to reimbursement by the STO.

4.2.2.2. - Untitled Content will provide project plans and budgets for approvals prior to launching of any campaign or project.

4.2.2.3. - Untitled provides campaign reports, outcomes, metrics, and deliverables as a rule. These reports are generally provided within thirty (30) days of the completion of a campaign.

4.2.2.4. - Untitled Content agrees to find 3 subcontractors (with the exception of media outlets) for estimates, should a subcontractor be necessary. We also agree to pay these vendors within forty-five (45) days of receipt of invoice, regardless if the STO has reimbursed Untitled.

4.2.2.5. - All of the creative materials, project plans and campaign materials will become the property of the STO for use as needed.

4.3 QUALIFICATIONS AND EXPERIENCE INFORMATION

WHO IS UNTITLED?

We're Untitled Content—a top-tier creative agency built for the digital and social age. We craft story-driven content that performs. Because great ideas are only great if they move the needle.



THE TEAM

4.3.1.1. Vendor Information

Untitled Content is owned by J. dax Parise, the Founder and Holly Bulvony, President. The company is an LLC, with 12 full-time employees. There are no pending contracts for mergers or selling of the company.

| NAME | TITLE |
|-------------------|------------------------------------|
| J. dax Parise | Founder, Chief Creative Director |
| Holly Bulvony | President, Chief Strategist, Media |
| Katie Mielo | Account Supervisor |
| Emily Swenglish | Editor, Art Director |
| Alejandro Ramírez | Creative Director, Motion Graphics |
| Adrian Brown | Graphic Designer |
| Jorge Polanco | Designer |
| Mariana Lopez | Designer |
| Corey Parise | Designer |
| Dan Minske | Designer |
| Emily Wigger | Designer |

ABOUT UNTITLED

4.3.1.2. Sizes and Types of Engagements, In-house Capabilities, Locations, Other Information

With more than 75 years of combined experience across strategy, creative, media, and production, we don't just execute, we embed. We become an extension of your team. Your mission becomes our mission, And we never miss. Bringing bold ideas to life through fearless creativity and flawless execution, always aligned with your KPI's, your stakeholders, and your strategic goals, Untitled Content's work doesn't just resonate, it performs.

We have partnered with clients of every size—bringing campaigns to life for organizations with modest budgets as well as those with extensive resources. At Untitled, we thrive in both scenarios, delivering record-breaking campaigns for participant recruitment, government agencies serving specific populations, and leading higher education and healthcare institutions. Whether a client's budget is \$7,500 or exceeds \$1,000,000, each receives the same dedicated focus and strategic attention needed to achieve their objectives.

ABOUT UNTITLED

4.3.1.2. Sizes and Types of Engagements, In-house Capabilities, Locations, Other Information

Our team is a mix of campaign strategists, designers, web developers, SEO and SEM analysts, media strategists and buyers, directors, editors, and marketing and insight data analysts. *We work in-house, fast, and with intent,* because in the media and digital space, the opportunity moves quickly. And so do we.

Core services will be provided from our Pittsburgh, PA headquarters, with creative support from our Guatemala City office.



KEY ACCOUNT EXECUTIVE

4.3.1.3. Identify Account Executive

Holly Bulvony will have direct, day-to-day responsibility for managing the account. With more than 20 years of experience in strategy, campaign management, budgeting, and client services, she has successfully led campaigns and contracts for public service organizations, nonprofits, government programs, as well as clients in healthcare, finance, and entertainment. Ms. Bulvony is based at the firm's Pittsburgh, PA headquarters.



KEY ACCOUNT TEAM

4.3.1.4. Staff Assigned to the Account

The Untitled team assigned to this account, in addition to the Account Executive, includes:

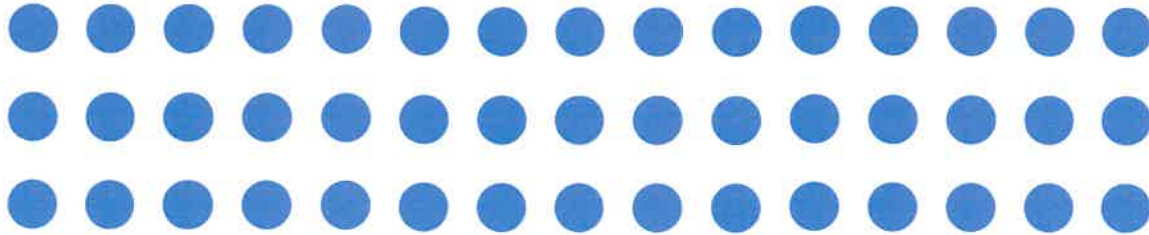
- **Dax Parise, Chief Creative Officer-20+ years** – responsible for overseeing the overall creative vision, ensuring all concepts align with the client’s objectives, and maintaining the highest level of quality and originality.
- **Katie Mielo, Account Supervisor- 10 years**– responsible for day-to-day coordination, client communications, project management, and ensuring deliverables are met on time and within scope.
- **Alejandro Ramirez, Creative Director -15 years**– responsible for leading the creative development process, guiding design and production teams, and translating strategy into compelling visual and narrative executions.

Together, this team provides strategic leadership, creative excellence, and seamless account management to ensure success for the client.

The staff biographies are included on pages 34-37.

4.3.1.4. Staff Assigned to the Account

UNTITLED CONTENT TEAM BIOS



KEY PERSONNEL

4.3.1.4. Staff Assigned to the Account

J. dax Parise: Founder



J. dax Parise built his career at the intersection of creativity and execution. Starting out as an agency producer, he shaped campaigns for brands including Rite Aid, Range Resources, Adelpia Communications, UPMC, and Giant Eagle—honing a craft that blends storytelling with sharp commercial strategy.

As Founder and Chief Creative Officer of Untitled Content, dax now leads a team creating high-impact work for commercial, corporate, and interactive clients nationwide. His projects have earned multiple national and regional awards, a testament to his ability to deliver work that's both creatively bold and strategically effective.

KEY PERSONNEL

4.3.1.4. Staff Assigned to the Account

Holly Bulvony: President



Holly Bulvony is a nationally recognized strategic communications leader with a proven record of delivering breakthrough results for clients in various sectors including government programs, healthcare, finance, entertainment, and more. Known for crafting data-driven campaigns that drive participation, elevate brand awareness, and position institutions for long-term success, she has led marketing initiatives that have generated record-breaking users numbers, filled programs, and reversed declining trends.

With deep expertise across branding, digital and traditional media, public relations and developing cross-platform campaigns that resonate with prospective users and stakeholders alike. Her approach blends strategic insight with compelling storytelling—executed through paid, earned, and owned media—to help clients stand out in an increasingly competitive recruitment landscape. She has guided strategic communications for organizations in sectors including nonprofit, financial, advocacy, energy, and healthcare, with a focus on measurable outcomes. Her campaigns have expanded visibility, engagement, and customer bases across industries.

A dynamic public speaker and facilitator, Ms. Bulvony has led hundreds of workshops, focus groups, and planning sessions. She is also an expert in developing performance metrics for campaigns with hard-to-measure objectives, helping institutions and mission-driven organizations quantify success.

Her award-winning work has been recognized with Addy and Telly Awards, the National Council of Foundations' Wilmer Shields Rich Award for Excellence in Communications, and the Business Women First Award. She holds a B.A., summa cum laude, in Fine Arts, Studio Arts, and English from the University of Pittsburgh and has completed graduate studies there as well. She is also a published author and frequent contributor to regional and national media.

KEY PERSONNEL

4.3.1.4. Staff Assigned to the Account

Katie Mielo: Account Supervisor



Katie Mielo is a full-time Account Supervisor at Untitled Content, bringing more than a decade of experience in content production, creative coordination, and cross-platform project management. A graduate of Robert Morris University with a bachelor's degree in Television and Video Production, Katie launched her career as a production assistant and quickly rose through the ranks, eventually working as Production Secretary on the major motion picture *A Beautiful Day in the Neighborhood*.

At Untitled Content, Katie leads the production of all creative assets across digital and traditional media. She manages every stage of the process—from assigning projects to the creative team, to trafficking deadlines, to ensuring flawless execution and on-time delivery. Whether it's a digital campaign requiring platform-native creative or traditional broadcast and print assets, Katie ensures each piece meets strategic objectives and brand standards.

She works closely with high-profile clients, balancing creativity and professionalism while driving projects forward with efficiency and attention to detail. Her leadership helps bring clarity to complex timelines and consistency to every deliverable—making her an indispensable part of the Untitled Content team.

KEY PERSONNEL

4.3.1.4. Staff Assigned to the Account

Alejandro Ramírez: Creative Director Motion Graphics Designer



Alejandro Ramírez brings over a decade of experience in 2D and 3D motion graphics, with a creative career that bridges commercial, educational, and social impact work. Originally from Guatemala—where he currently resides—Alejandro holds a Bachelor's degree in Graphic Design and a Master's degree in Motion Graphics from Málaga, Spain. His professional path has spanned both Guatemala and the United States, working in post-production studios and as a freelance artist.

Alejandro currently serves as Creative Director and Senior Motion Graphics Designer at Untitled Content Guatemala, where he leads a dedicated team of designers producing high-impact creative for global brands and mission-driven organizations. In 2024, he played a key role in producing two short films for Asociación Futuro Vivo, a project that elevated the nonprofit's visibility and supported its fundraising efforts. These films received five Silver Pittsburgh ADDY Awards and two regional recognitions. In addition to motion design, Alejandro contributed across the full production pipeline—including creative direction, project management, scouting, and planning.

Since 2019, Alejandro has also served as a professor at Universidad Rafael Landívar, where he teaches Motion Graphics, 3D animation, and thesis-level courses in the Bachelor of Graphic Design program. He is passionate about mentoring the next generation of creatives and believes deeply in the power of shared knowledge. His dual roles as educator and working professional continually inform each other, ensuring his work remains relevant, inspired, and forward-thinking.

KEY ACCOUNT TEAM

4.3.1.5. Company Turnover and Account Management

Turnover at Untitled Content is uncommon. In the unlikely event of a personnel change, our principals act immediately to assess the required skill set and secure the right replacement—whether from within our team or externally. Thanks to our structured processes and depth of expertise, transitions are seamless and never compromise the quality, consistency, or timeliness of your account service or campaigns in place or in planning.



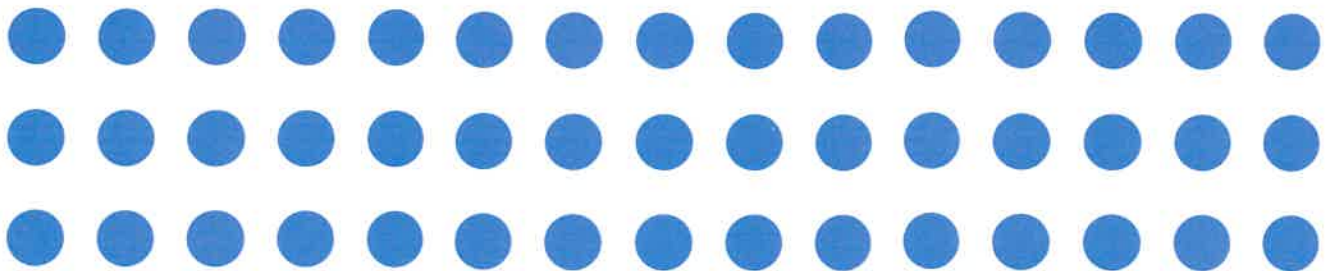
MANDATORY EXPERIENCE REQUIREMENTS

4.3.2.1. - 4.3.2.3.

As a managing director, Ms. Bulvony has directed campaigns that exceeded annual budgets of \$800,000 to \$1,000,000 regularly and spearheaded contract fulfillment of up to \$4,000,000. Within the last 3 years, she has managed the Tennessee Tech University marketing and advertising budget of \$800,000 per year spanning a period of 5 years. She provided all marketing and advertising required to increase applications, enrollment and event participation.

This ranged from brand and campaign strategy, traditional and digital media buys, design and copywriting, road shows, international student recruitment. Additionally, she managed campaigns within the financial sector of \$300,000 for 1st Summit Bank for 3 years. All marketing, advertising and public relations were included in this contract, including specific landmark occasions leveraged for increased service lines.

OUR REFERENCES



REFERENCES

Keli Henderson

- ▶ Senior Director of Communications & Marketing, Washington & Jefferson College
- ▶ 724-503-1001 X6535 | khenderson@washjeff.edu

William Garrison

- ▶ Executive Creator Director
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Seana Korinko

- ▶ Manager, Marketing Communications, U.S. Steel
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THANK YOU!

We welcome any questions.

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