

# Zachary Baehr



In the pages that follow, you'll see the results of a two-year timeframe with an emphasis on content and design.

- Improved content, including photos, graphics, videos and more content I produced.
- The results brought about by my content, including a surge in social media audience and website traffic.

# Campaigns and Strategies

Produced 77 **podcasts** featuring the stories – and voices – of students and staff

Started '**Why I Teach**' campaign to promote the teaching profession

Developed ideas for **Live Streaming** videos to personalize elected officials

Took lead role in creating standards and training for **video board** at football field

Carefully and successfully used humor on social media where appropriate to **develop 'the voice'** of the school social media accounts

**Overhauled monthly newspaper** to grow advertising base and make it financially feasible, developed themes for content, developed kid-friendly activities and converted to full color

**Publish magazines** from front to back, with stories, graphics and photos

# Campaigns and Strategies

Created **two fundraising campaign themes** including web, postcards, social and video

Created plan for capturing 'teacher of year' announcements in classroom to then **showcase the real-life emotions** of award winners

Overhauled school newsletter to **improve and modernize reader experience** while cutting expenses

Led initiative to **redesign school website** in full, including creating all pages, content, layout, schemes for desktop and mobile-friendly options

Started **niche email strategy** to capture attention of various audiences with content specific to their interests

Believer and user of **closed-captions on videos** where available to help those who need it, and keep attention of those tempted to scroll by on social media

**Zachary Baehr**

# Magazine Cover



Zachary Baehr



# Graphic / Postcard



## All Honor Year Reunion Weekend

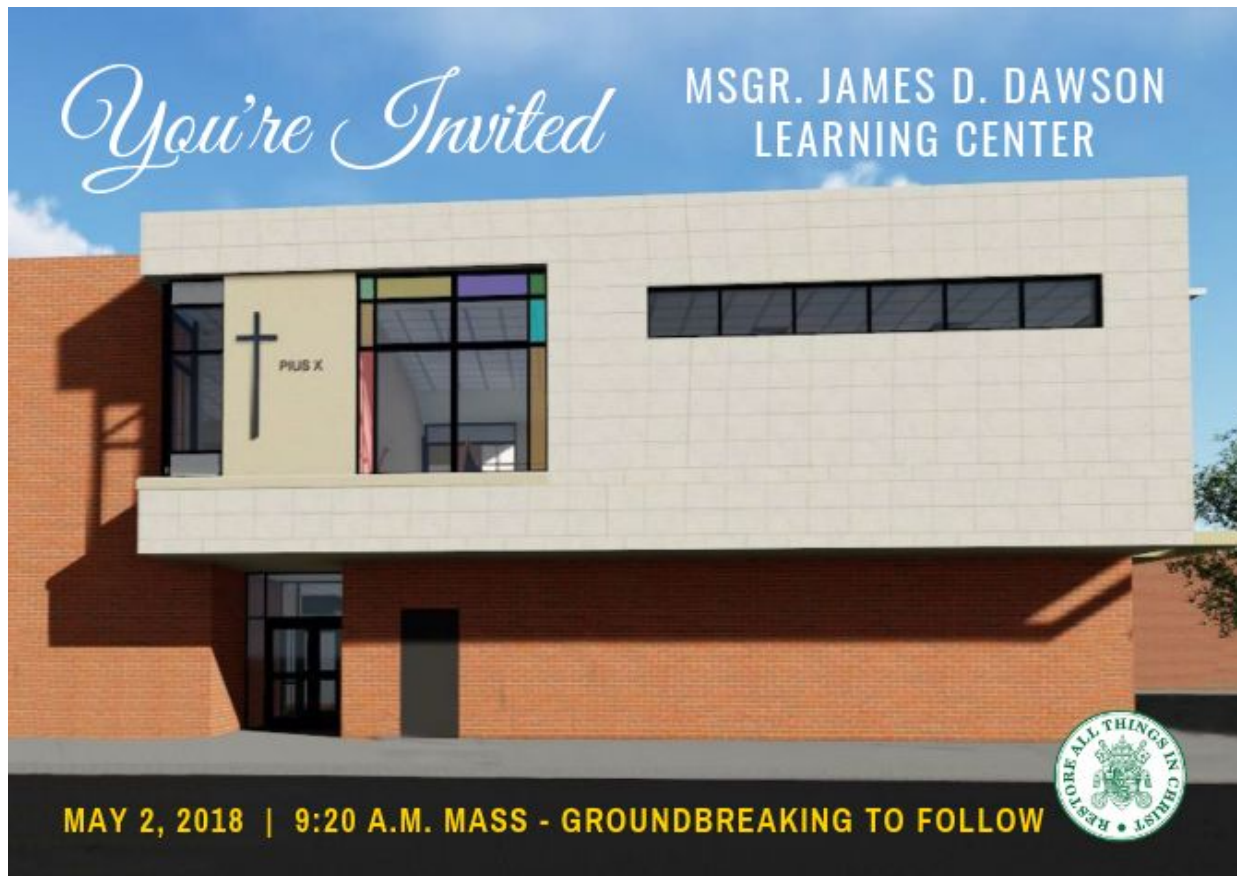


Pius X High School ⚡ August 3-5, 2018

Zachary Baehr



# Graphic / Postcard



Zachary Baehr

WEDNESDAY, AUGUST 8, 2018  
8:30 A.M. - 3:30 P.M.

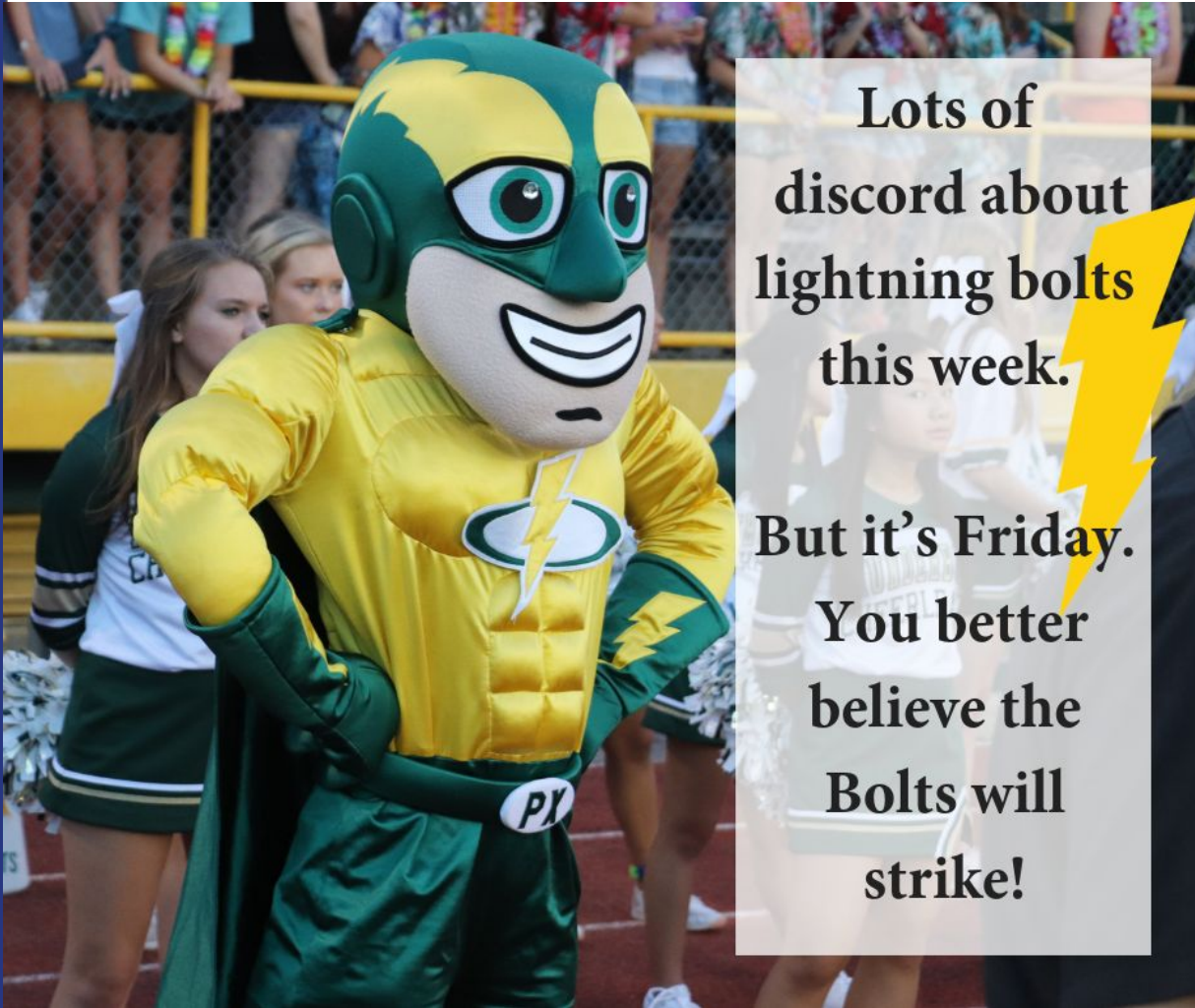
# SCHEDULE & PHOTO DAY

PIUS X HIGH SCHOOL



# Graphic / Postcard







Better content and design a new website with an emphasis on mobile brought about improved storytelling.

We saw increases in:

- Users (78%)
- Pageviews (96%)
- Mobile page views (536%)
- Pages per session (8.9%)



# Website Design



<https://www.piusx.net>

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The Pius X social media accounts have grown 212% (from 2,345 to 7,300+ in two years thanks to original, interesting content I produced.


Channel	17-18	18-19
FB:	32%	23%
Twitter:	82%	45%
Instagram:	***	63%
LinkedIn	--	23%

\*\*\* Started this in August 2017, and great to 1,142 in one year.




# Zachary Baehr



**Lincoln Pius X High School**


Published by Zachary Baehr [?] · April 5 · 🌐

A surprise honor for senior Hayden Higgins, a D.J.'s Hero Award (we aren't surprised because he deserves it, but he might have been). Congrats! #piusproud



A surprise honor for a deserving senior




02:23


 **Get More Likes, Comments and Shares**  
Boost this post for \$250 to reach up to 18,000 people.


**6,050**  
People Reached


**2,123**  
Engagements


Boost Post

   Joy Babor, Crystal Gose and 267 others 22 Comments 28 Shares


 Like

 Comment

 Share




[View Post](#)

**Lincoln Pius X High School**


Published by Zachary Baehr [?] · May 19 · 🌐

"It is said that how you make people feel is how they will remember you."  
Happy Graduation Day to the Class of 2019! #piusproud



Graduation Day 2019



01:06


 **Get More Likes, Comments and Shares**  
Boost this post for \$250 to reach up to 18,000 people.


**8,078**  
People Reached


**1,479**  
Engagements


Boost Post

  Tom Meyers, Joy Babor and 227 others 1 Comment 39 Shares

 Like

 Comment

 Share



[View Post](#)

Zachary Baehr



# Zachary Baehr

I welcome the opportunity to talk about how I can be a creative, content-oriented teammate in a variety of avenues.

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