## Questions?

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Promotional Item Examples

- Frisbee
  - Large imprint area
  - Promote fun (good brand association)
  - Exposure

- Stress Ball
  - Positive affiliation with customer (relieved stress)
  - Multiple uses

- Pen
  - 50% of U.S. consumers own logoed writing instruments
  - Repeated use
Americans own 1-10 promotional products

Keep promotional items for up to two years
85% of people do business with a company after receiving a promotional item.

89% of people can recall the advertiser 2 years after they receive a product.
Number of Households in the United States that Will Scan a QR Code

- 2018: 9.76 million
- 2019: 10.44 million
- 2020: 11 million
Why Videos?
Number of YouTube viewers in the United States from 2018 to 2022 (in millions)

YouTube viewers in the United States 2018-2022

- 2018: 192
- 2019*: 197
- 2020*: 201.6
- 2021*: 205.9
- 2022*: 210

DATE 4/1
CH Robinson Worldwide Inc. | 3.3★
Software Engineer (Full Stack)
Eden Prairie, MN
$54K-$97K (Glassdoor est.)

Job: Software Engineer (Full Stack)
Company: CH Robinson
Rating: 3.3★
Salary: $54K-$97K (Glassdoor est.)
Reviews: 0
Benefits: Apply Now

Day in the Life

The Automation Solutions Developer will deliver automated solutions to our North America division. In this role, you will develop and design automation solutions; work collaboratively with team members to effectively implement and deploy these solutions; monitor and track ROI of each solution and establish processes to continuously monitor and deploy these solutions; and report to the Automation Lab Manager.

Responsibilities:

Day in the Life

- Develop and design automation solutions
- Collaborate with team members
- Monitor and track ROI
- Establish processes to continuously monitor and deploy solutions
- Report to Automation Lab Manager

https://www.youtube.com/CHRobinsonWorldwide/day_in_the_life

Day in the Life

Responsibilities:

- Build modern, responsive and intuitive applications
- Design and develop applications that meet data integrity, performance, business and security objectives
- Participate in high level solution and design discussions
- Design relational databases
- Participate in an Agile development practice
- Maintain knowledge of emerging technologies and adopt new tools and technologies

Required Qualifications:

- 2 years software development experience

https://www.youtube.com/CHRobinsonWorldwide/day_in_the_life

ACCOUNT EXECUTIVE (JUNE 2020 START)

Job ID: mcj3495-1
Address: 1001 West Canodek Drive, Kansas City, MO, United States, 64114

New Hire Training class starts June 2020!

As an Account Executive, you’ll help potential and current customers find innovative solutions to their supply chain challenges. You’ll proactively reach out to prospective customers to win new business, and drive account growth within your customer portfolio. Our comprehensive portfolio of logistics services, global technology platform, and extensive network of supply chain experts provide the tools and resources needed to engage prospects and continually develop relationships. By providing an exceptional customer experience, you’ll see growth in your sales results, customer base, and pay.

Our commitment to you begins on day one with our dynamic and comprehensive onboarding program. This interactive training will help you understand the industry, learn our processes, and prepare for success.

Responsibilities:

- Engage prospects, develop new relationships and close sales through various techniques, including industry and customer research, cold calling, responding to company-generated leads, and referrals (60-100 outbound calls per day)
- Create solutions utilizing our vast portfolio of logistics services to meet customers’ needs
- Remain in constant contact with customers to ensure their day-to-day and long-term needs are met and drive account growth
- Build and grow strong relationships with customers and partners at all levels within customer organizations
- Partner with internal operations teams to create solutions, develop pricing strategies, implement solutions, and identify future customer growth potential

Required Qualifications:

- High school diploma or GED

Preferred Qualifications:

- Business experience
- Experience in sales and building customer relationships
- Ability to persuade, motivate, influence and negotiate with others
- Drivers, self-motivated, results oriented
- Ability to work in a team environment, while also delivering independent results
- Excellent verbal and written communication skills
- Commitment to excellent customer service
How This Differentiates You

UPS Supply Chain

access to leadership skill sets and mentors, as well as world-class training to broaden and develop skills. This internship program provides an excellent learning environment and UPS is seeking talented interns who are excited to learn new skills and aren’t afraid to tackle big projects.

Responsibilities And Duties
- Completes assigned project from developing project plans, to identifying tasks and milestones and implementing big ideas.
- Provides fresh insights to project team by participating in the team’s ongoing processes and activities.
- Presents analysis, insights and deliverables to senior staff at the end of the internship, communicating the impact of their project outcome to UPS.

Knowledge And Skills
- Must be a rising college junior or senior, or recent graduate within the last 24 months, upon starting internship.
- Must be available to work 35-40 hours per week.

UPS is an equal opportunity employer. UPS does not discriminate on the basis of race/color/religion/sex/national origin/veteran/disability/sex/gender orientation/gender identity or any other characteristic protected by law.

XPO

What you’ll do on a typical day:
- Participate in all stages of front-end web development.
- Work with a fast-paced, extremely talented team that values collaboration and develops high-quality results.
- Develop software using technologies such as Angular, C#, .NET core, JavaScript, HTML, CSS, Elastic Search, Kafka and more.
- Act as a catalyst to building frameworks and supporting application infrastructure.
- Participate as an active member of the Enterprise Architecture team to develop and support complex distributed systems.
- Apply best coding practices and standards.
- Assist with the development of APIs to support web applications.
- Work in an agile startup environment with daily standups and continuous integration.

What you need to succeed at XPO:

At a minimum, you’ll need:
- Background or education in a related field.
- 2 years of relevant coursework.

It’d be great if you also have:
- Experience with (but not limited to):

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<tr>
<th>United States of America</th>
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<td>State/Province</td>
</tr>
<tr>
<td>Ohio</td>
</tr>
<tr>
<td>Dublin</td>
</tr>
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<td>Full/Part Time</td>
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<tr>
<td>Job Summary</td>
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<td>Job Description:</td>
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<td>Responsibilities</td>
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<td>Minimum Qualifications</td>
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<td>Work Experience:</td>
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This also highlights diversity!

47% of young people look for diversity in a company during job searches.
Which your company has expressed as a necessity!

“I think that creating an inclusive workplace is grounded in our people—the great people we have working for us at all of our 281 offices around the world. We want all of our employees to feel empowered and respected. When we provide a supportive work environment, employees can be more innovative and creative. This leads to better solutions for our customers, carriers, and growers.”

-Angie Freeman, Chief Human Resources Officer
You would also show off your company culture!

CH Robinson VS XPO Logistics
<table>
<thead>
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<th>Implementation Costs</th>
<th>Costs Associated</th>
<th>Price Includes</th>
<th>Times Paid</th>
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</table>
| Merchandise          | $965             | ● 300 pens for $75  
                                         ● 500 frisbees for $445  
                                         ● 500 stress balls for $445 | Per Recruiting Visit or while supply lasts |
| QR Code              | $12.50 Monthly   | ● 50 different QR Codes  
                                         ● Unlimited Scans | Monthly Fee |
| Video                | $1000            | ● Film Videos  
                                         ● Edit Videos  
                                         ● Post Videos | One time fee |

Total Start Up Costs: $1977.50  
Monthly Costs: $400*  
*Depending on use of merchandize
1. Recruits don't follow through
2. Videos are too long
3. Employees are unprepared for job qualifications

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1. Develop Social Media Presence
2. Recruit Possible Employees through a new means of job recruiting
3. Increase brand loyalty

O

1. One of the Largest logistics service provider
2. Network of more than 235 offices worldwide with workforce of approximately 8500 employees
3. Excellent brand presence and service to customers

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Use these statistics to wow possible employees

Develop an Implementation Plan to target these areas

Achieve these opportunities through Our Marketing Campaign

Perfect all parts of this marketing campaign to mitigate risks of threats

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