

PROJECT PROFILE



UNITY ONE CREDIT UNION

Consulting & Project Management for Membership Appreciation Days '12

Consulting & Project Management for Outreach Initiatives '13

Event Management for the Gear Up for School and KIDtoberfest Events '16

Provided strategy and hands-on project management for anniversary year membership appreciation day events. Work included social media marketing and video scheduling, planning and execution of guerilla marketing ideas through BNSF and local lunch spots, production of all day-of marketing/theme related signage, logistics for the Tech Fair, and coordination of décor, vendor management, and schedule/scripting.

Outreach strategy and implementation in 2013 focused on student engagement at the two Birdville ISD branches, and subsequent events. Also worked with corporate partners for fall on-site membership outreach.

In 2016, we augmented the work of the busy Unity One team with event management services for the Gear Up for School and KIDtoberfest events where hundreds of families were treated to refreshments, entertainment and a full assortment of school supplies and services.

“Project Partners helped extend our reach by providing not only fresh ideas, but also the hands-on project management to see them through.”

Erayne Gee Hill, Vice President of Marketing
Unity One Credit Union

“Working with Kristin at Project Partners was a great experience. She really took the time to understand our needs for our large back-to-school event. The event went on seamlessly, despite the rain, and I attribute a lot of the success to Kristin’s careful planning and execution.”

Alyssa Guillory, Director of Community & Public Relations
Unity One Credit Union



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