

INTRODUCTION

Elevating UROC's mission through strategic communications and digital design.



Communications Coordinator



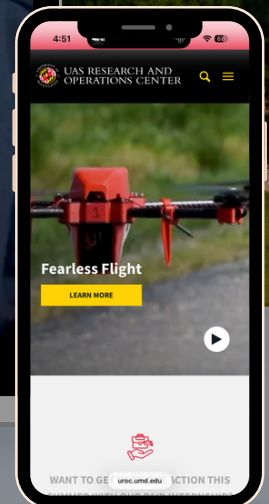
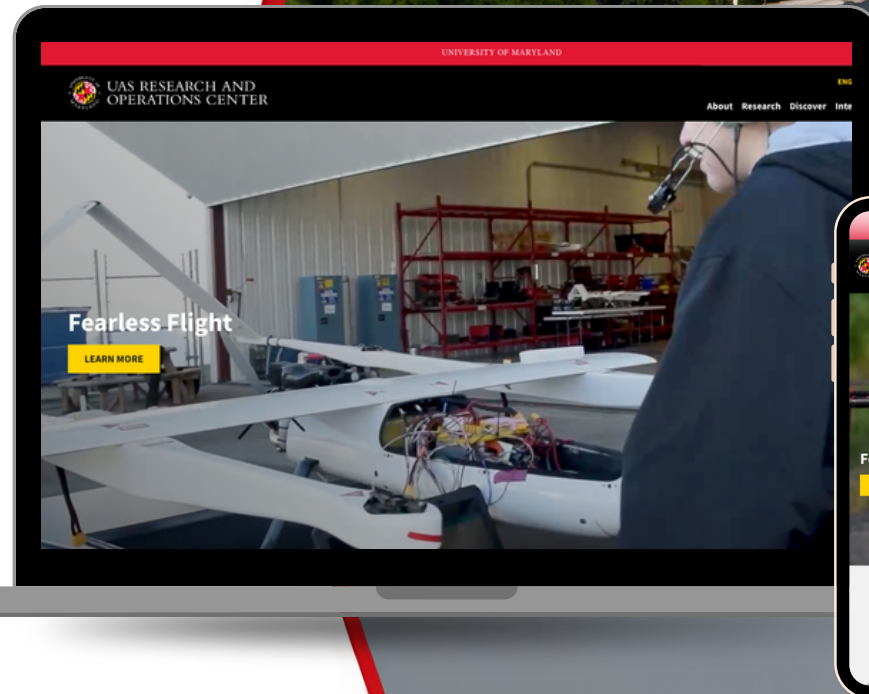
2024 - Present



Branding, website, and social media strategy



UAS RESEARCH AND
OPERATIONS CENTER



THE CLIENT & GOALS



ABOUT UROC

A multidisciplinary research center advancing uncrewed aircraft systems through research, testing, education, and operations.



SERVICES PROVIDED

- Brand development
- Website management & redesign
- Social Media Management
- Graphic Design & marketing collateral
- Content creation & outreach



PROJECT GOALS

- Increase awareness
- Modernize digital presence
- Improve engagement with research
- Showcase the impact of UROC's work



BRAND DEVELOPMENT



VISUAL IDENTITY

Developed branded templates, graphics, and materials to ensure a consistent look and feel.



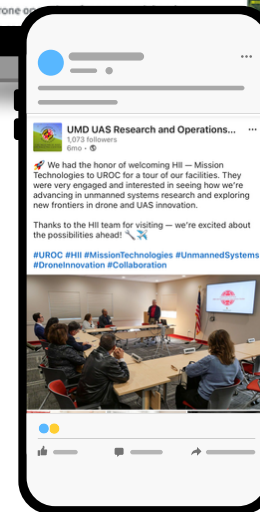
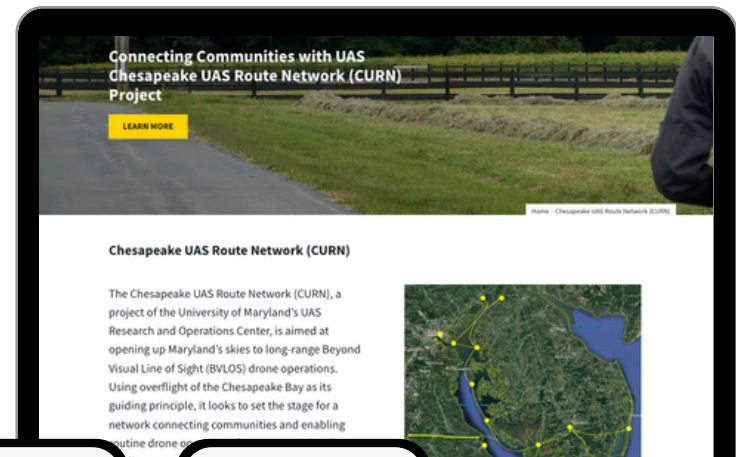
CLEAR MESSAGING

Crafted key messages that highlight UROC's mission, research, and impact.



ENGAGING CONTENT

Created compelling visuals and content to communicate complex research in an accessible way.



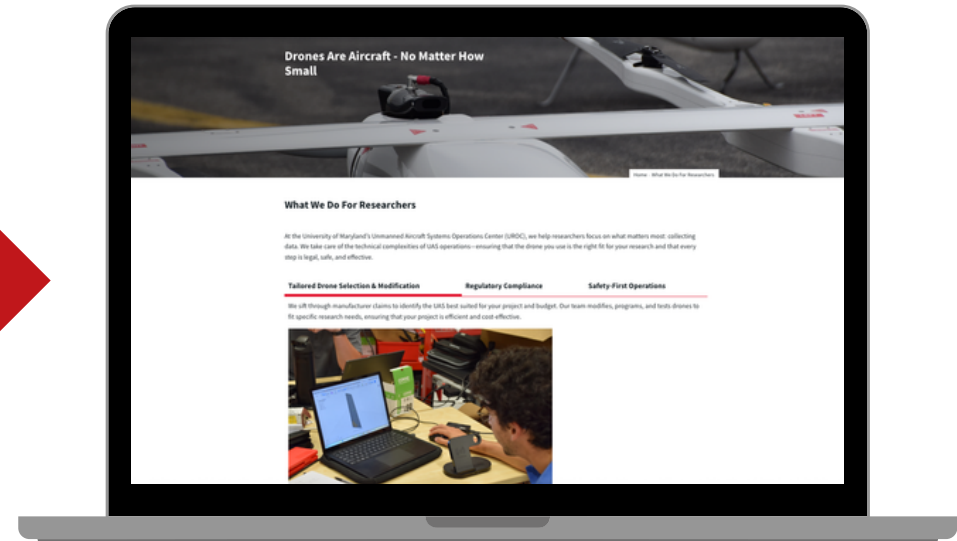
WEBSITE REDESIGN

Improved Experience. Stronger Storytelling.

BEFORE



AFTER



- ❌ Outdated design
- ❌ Limited project visibility
- ❌ Text heavy, not visually appealing

- ✅ Modern, engaging design
- ✅ New pages & project highlights
- ✅ Better navigation & user experience



New Homepage
Video



New Pages
(6 new pages
created)



Showcasing
Partners & Intern
Projects



Mobile-Friendly
& Accessible

RESULTS & IMPACT

Stronger Presence. Greater Impact.



82

TOTAL POSTS

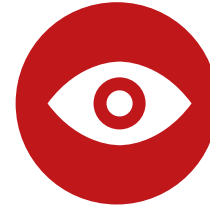
Across LinkedIn,
Facebook & Instagram



327

NEW FOLLOWERS

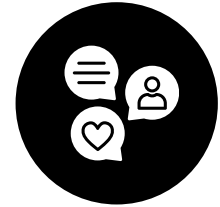
Across all platforms



32,000+

IMPRESSIONS

Across all platforms



4,666

ENGAGEMENTS

Likes, comments, shares
& clicks

**Performance metrics based on 2025 results.*



Increased awareness and engagement for
UROC's research, partners, and initiatives.



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