Welcome Fall 2019 Team

Summer may be over, but SWOOP is back in session. With a dedicated and creative team of 25, SWOOP is ready to take on clients, old and new. The SWOOP name continues to grow beyond campus opening doors for exciting projects and relations for our SWOOPers!

Former SWOOPer Bradley Smith (AE) continues his tenure as President alongside new Vice President Kearin Beeson (copy). Additionally, the team includes the following: Account Executives Sam Barsanti, Chloe Gordon, Jaida Johnson, and Erika Valdez; Account Planners Alex Ford, Ali Khromachou, Bailey Smith, and Sarah Torok; Art Directors Angie Baker, Elena Corres, Justin Gissandanner, Caroline Glenn, Danielle vanDam, Rachel Van Deusen, and Bethany Wilson; Copywriters Ashley Morales and Sophia Waldron; Public Relations specialists Alesa Gerald, Bianca Sala, and Celeste Castaño; Social Media Strategists Ximena Aristea-Zapata, Christian Ladinos, and; Videographer Sam Tellez.

Stay in the Loop

Attention all former SWOOPers! SWOOP pins are available! If you have not received a pin and would like one, please contact us and provide a mailing address in your email to swoopagency@gmail.com. Also, please tell us where you are working and your title.

SWOOP gets animal friendly with ReadiVet

ReadiVet comes to SWOOP as a new client. ReadiVet is a start-up company that brings vet care straight to your door, with affordable care for pets that causes them the least amount of stress. This new account had SWOOPers busy from the very first day, working to create a newspaper ad. Due on September 10th, the team had a short time frame to create the ad that will be published in the Park Cities People newspaper, in the Cattle Baron’s Ball Supplement on September 24th. The team is hopeful that their creative work will bring in new clientele for ReadiVet specifically in the Highland Park area. SWOOP will continue to work with this animal loving company through the Fall session.

ReadiVet sponsors Dallas Pets Alive, another new client. Dallas Pets Alive is a no-kill shelter for older and physically challenged pets. These are pets that may have been surrendered after an owner has died or is faced with a situation where they can no longer care for the pet.

Oak Knoll Ranch continues with SWOOP

Over the summer, SWOOPers were busy creating an entire new website for Oak Knoll Ranch, but the work did not stop there. This client is back for the fall semester and our team is eager to keep working with them.

This semester, SWOOP will continue social media posts for Oak Knoll Ranch, focusing on Oak Knoll’s Summer Flash Sale that urges soon to be brides to book Fall weddings this October and November for a special discount on a wedding in 2020. Along with social media work, SWOOP hopes to bring in location scouts to feature Oak Noll in television and photography shoots, and have style shoots.