



HELLO.

Welcome to a portfolio presentation by Ryan Paxton

Web Design and Development

RYAN PAXTON
PAXTON.RYAN@GMAIL.COM
(302) 709-1824

Design, Development and Maintenance

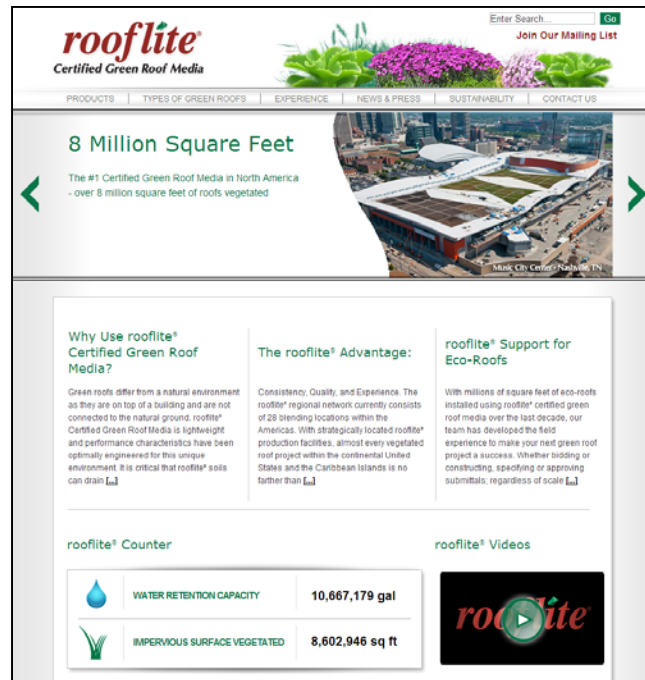
Ongoing activities to reinforce rooflite® brand message through digital channels in a National and International platform. This includes monitoring metrics including:

- Audience
- Top Cities
- Traffic Overview
- Keyword Analysis
- Referrals
- Direct Traffic
- Advertising
- Social Media
- Social Media Referrals
- Engagement
- Frequency
- Clickstream
- Click Maps

Also includes lead generation through digital campaigns using landing pages, display advertising and pay per click programs on Facebook and Google AdWords.

CRM Integrated Lead Capture

Landing pages designed to promote unique web tools, white papers, specifications and other informative pieces with CRM Integrated Lead Capture registration forms.



www.rooflitesoil.com



www.techosvegetales.com

The screenshot shows the 'rooflite GREEN ROOF MEDIA QUANTITY CALCULATOR' registration form. It includes fields for First Name, Last Name, Company Name, State/Province, Business Phone, and E-mail. There is a 'Send Sampling Materials' checkbox and a 'Submit' button. The form also includes contact information for rooflite: P.O. Box 440, Lansdale, PA 19384, and phone/fax numbers.

The screenshot shows the 'rooflite GREEN ROOF MEDIA SPECIFICATIONS' registration form. It includes fields for First Name, Last Name, Company Name, State/Province, Business Phone, and E-mail. There is a 'Send Sampling Materials' checkbox and a 'Submit' button. The form also includes contact information for rooflite: P.O. Box 440, Lansdale, PA 19384, and phone/fax numbers.

The screenshot shows the rooflite website with a contact form and a map of the United States. The contact form includes fields for Name, Email, Address, City, State, Zip, Country, Phone, and Request Type. There is a 'Send Form' button. The map shows the United States with a red dot indicating a location.

Press Releases

RYAN PAXTON
PAXTON.RYAN@GMAIL.COM
(302) 709-1824

Media Announcements

Distributed through Industry
Websites, Press Release
Networks, Google News, and
Social Networks



http://rooflite.wordpress.com/2013/04/23/sumas_bc_canada/

<http://rooflite.wordpress.com/2014/04/01/rooflite-new-product-release-rooflite-intensive-ag/>

<http://rooflite.wordpress.com/2013/07/25/rooflite-in-colorado/>

rooflite
Certified Green Roof Media



FOR IMMEDIATE RELEASE

Skyland USA announces new rooflite® authorized blending facility in British Columbia

BRITISH COLUMBIA, CANADA - APRIL 22, 2013 - Skyland USA is pleased to announce that Sumas Gro-Media is now an authorized blending facility for rooflite certified green roof media in British Columbia. With over 287,000 square feet of green roofs in Vancouver alone, the Western Provinces of Canada are seeing a significant growth in sustainable building initiatives.

"We are excited about joining the rooflite network of licensed blenders" said, manager Harvinder Jhally, "The green roof market in British Columbia is growing quickly and we are looking forward to making rooflite products available for projects in our service area."

With their computer controlled dosing system, Sumas specializes in the production of high quality soil blends and will bring the rooflite products to Western Canadian market. The non-invasive nature of this mixing equipment ensures the structural integrity and consistency of the media. Sumas also practices regular testing through professional soil laboratories to provide the optimized performance for which rooflite growth medium is known.

"We are pleased to add Sumas Gro-Media to our valued network of blending facilities," said Joe DiNorscia, President of Skyland USA, the creators of rooflite. "We are confident that Sumas Gro-Media will carry on our tradition of providing optimized products for the green roof industry in Western Canada. Their expertise and knowhow, coupled with their state of the art blending facility will be a tremendous benefit for our customers in this region."

With more than 7,000,000 square feet of green roofs installed, rooflite certified growth media is the #1 specified media in North America. Backed by the strength of an international network of 18 facilities, rooflite provides regional availability for construction projects in Canada, The United States, Mexico, Puerto Rico and Chile. rooflite offers a complete line of growing media, from extensive to agriculture, to optimize performance of any green roof.

To learn more about rooflite visit: www.rooflitesoil.com, or for more information on Sumas Gro-Media please visit: <http://www.sumasgromedia.ca>

About Skyland USA

Skyland's rooflite® certified green roof media products have been installed in over 800 projects and 7 Million square feet of thriving green roofs across the North American continent with a track record unmatched. For more information on rooflite® products, please contact info@rooflitesoil.com or visit www.rooflitesoil.com.

About Sumas Gro-Media

Locally owned and operated, Sumas-Gro Media Ltd has been in business in the Lower mainland region of British Columbia since 2005. They are located between Abbotsford and Chilliwack in the Fraser Valley and have strong ties with local nurseries and businesses.

###

Skyland USA, PO Box 159, Landenberg, PA 19350 • (610) 268-0017 • www.rooflitesoil.com

Industry Publications

RYAN PAXTON
PAXTON.RYAN@GMAIL.COM
(302) 709-1824

GHOST WRITER

Expanded Shale, Clay and Slate Institute

"Sustainability with Largest Green Roof in Southeast." *Lightweight Design ENews* (17 Feb. 2014): n. pag. *Lightweight Design ENews*. Expanded Shale, Clay and Slate Institute, 17 Feb. 2014. Web.
<<http://www.escsi.org/ContentPage.aspx?id=1021>>

To view this email as a web page, go [here](#).



Lightweight Design eNews
An electronic newsletter from the Expanded Shale, Clay and Slate Institute

I-87 Twin Bridges Use Lightweight Precast Pieces



The Twin Bridges, located in upstate New York, are identical through arch bridges constructed of steel with concrete decking in 1959. Lightweight precast pieces were specified to increase the load ratings of the refurbished structures. The New York State Department of Transportation's reinvestment in these bridges will increase their lifespan and save money by avoiding costly repairs in the future.

[Full Story](#)

Rebuilding Joplin: One Block at a Time



Work Smart—Demand Smartwall



Expanded Shale, Clay and Slate Institute
Pottery Kiln Structural Lightweight Aggregate

[Contact ESCSI](#) [Subscribe to ESCSI news](#) [Login](#) Search

About ESCSI	Sustainability Without Compromise	Reference Library	Find a Producer
-----------------------------	---	-----------------------------------	---------------------------------

[SmartWall Masonry](#)
[Structural LWC](#)
[Asphalt Chip Seal](#)
[Geotechnical](#)
[Green Roof & Horticulture](#)
[Internal Curing](#)
[Other Uses](#)

Sustainability with Largest Green Roof in Southeast

Sustainability with Largest Green Roof in Southeast

By Big River Industries, Inc.



Photo Credit: Aerial Innovations of TN

In May of 2013, a 2.1 million square foot building opened in the heart of Nashville, TN with some of the most impressive sustainable features in the region. It was designed and constructed with energy and water conservation in mind, and has been certified Silver Level LEED – Leadership in Energy and Environmental Design – by the U.S. Green Building Council. Of its exemplary high performance features in this building, the most notable is the 175,000 square foot green roof.

The 4-acre green roof was designed to mimic the rolling hills of Tennessee and is currently the largest in the Southeast. It was specifically designed to not only reduce energy usage by absorbing heat and acting as an insulator, but also to combat stormwater runoff by retaining much of the water within its soil, or as it known within the green roof industry, the Growing Media. With this roof's wide span and sloping pitch, it was crucial that the media in the project be extra light and work within a shallow profile.

Working with a certified blending facility, a special growth media was designed using calcined clay lightweight aggregate (LWA) and varying organic components. It was imperative that the LWA be strong, physically stable, durable and light in weight. The LWA is all-natural, eco-friendly and a nondegradable soil enhancer.

The LWA is made by calcining clay at temperatures in excess of 2000 degrees Fahrenheit. The aggregate has a high water absorption rate, is environmentally inert and a generally neutral pH. LWA is ideal for green roof applications, as it helps neutralize acid rain runoff and maintain pH levels in the growing media.

The city of Nashville, TN will be hosting the 12th annual Cities Alive Green Roof & Wall Conference from November 12-15, 2014.

For more information on green roofs, please visit <http://escsi.org/greenroof>.

Copyright © 2010 ESCSI. All rights Reserved.

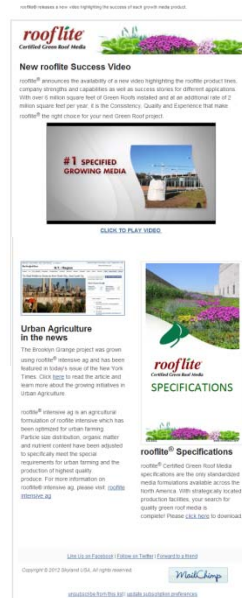
[ESCSI HOME](#) | [CONTACT US](#) | [PRIVACY POLICY](#) | [SITEMAP](#)

Email Marketing

RYAN PAXTON
PAXTON.RYAN@GMAIL.COM
(302) 709-1824

Direct Messaging and Specialized Offers to Targeted Recipients

CRM Integrated email campaigns that are attractive, professional and compelling directed to marketing lists or segments of various industries. These messages include all types of information and call to actions with full reporting capabilities.



Join Peter Philippi for a discussion on

GROWING MEDIA DESIGN AS KEY FACTOR FOR SUCCESSFUL ROOFTOP FARMING

Friday, October 25th at 10:30am at the 11th Annual CitiesAlive Green Roof and Living Wall Conference

For thousands of years, the basic prototype of a farm can be seen as a piece of land which is used for food production. But not anymore! Rooftop Farms are a recent innovation for farmers and green roof professionals alike. Designing a rooftop farm requires a comprehensive approach, which goes far beyond ground level farming and typical roof greening. Join Peter as he discusses the design of growing media for successful rooftop farming.

- **HEAR** about the key technical factors for the success and longevity of rooftop farms and other green roof projects.
- **LEARN** about the technical necessities and soil requirements typical farmers would not normally consider when planning their farm.
- **BUILD** on your green roof knowledge and learn how to modify and optimize conventional green roof systems to meet the needs of agricultural use.

About Skyland USA and rooflite
Skyland's rooflite® certified green roof media products have been installed in over 800 projects and 7 Million square feet of thriving green roofs across the North American continent with a track record unmatched. For more information on rooflite® products, please contact info@rooflitesoil.com or visit www.rooflitesoil.com

REGISTER TODAY!

CITIESALIVE
11TH ANNUAL GREEN ROOF & WALL CONFERENCE
SAN FRANCISCO, OCTOBER 23 - 26, 2013
PROUD SPONSOR

Email Marketing (Continued)

RYAN PAXTON
PAXTON.RYAN@GMAIL.COM
(302) 709-1824

Lowest Prices of the Year! Save up to 50% Off Today - [Shop Now!](#) Is this email not displaying correctly? View it in your browser

BIGGEST SALE OF THE YEAR!
SAVE UP TO 50% OFF
GIVE THE GIFT OF AMERICA'S FAVORITE WAFFLES AND PANCAKES

Waffle & Pancake Mixes | Waffle Bakers | Gift Sets | Syrups

**LOWEST PRICES OF THE YEAR
SAVE UP TO 50% OFF TODAY**

Take advantage of our lowest prices of the year - you can save up to 50% off right now!

Everything is on sale today including America's Favorite Waffle and Pancake Mixes, our exclusive gift sets, value packs, waffle baker and much more!

Shop now and save up to 50% off. Also get FREE Waffle Mix \$20 value with every purchase of our Gourmet Waffle Baker!

Give the gift of America's Favorite Waffles and Pancakes this year! Whether you are making our world-famous waffles and pancakes for your family and friends or you need special gifts for the waffle and pancake lovers in your life, we're your one stop-shop!

Share this email with your friends and family, they will automatically save - no codes or coupons needed!

SHOP NOW!

Premier Waffle and Pancake Gift Set - Save 50% Off Today!

Save \$20 off today on our Premier Waffle and Pancake Gift Set - that's 50% off! This exclusive set includes the following in one convenient gift box:

- 2 - 2lb. resealable pouches of our Original Waffle and Pancake Mix
- Bottle of Classic Syrup - thick, rich and great tasting
- Waffle Grid Conditioner - prevent sticking and build-up
- Heat resistant waffle fork and batter ladle

This is the perfect gift for any waffle or pancake lover!

SHOP NOW!

**Golden Malted Waffle Baker
2 FREE Pouches of Original Mix!**

Get 2 FREE resealable 2 lb. pouches of Original Waffle and Pancake Mix (a \$20 value) with each purchase of our Gourmet Waffle Baker!

Our Gourmet Waffle Baker is the best way to make America's Favorite Waffles and makes a great gift with 2 FREE Pouches of Original Waffle and Pancake Mix!

SHOP NOW!

More Limited Time Holiday Savings!

Gluten Free Waffle and Pancake Mix - Save 40% Off

Bob's Just Add Water Buttermilk Pancake Mix - Save 40% Off

All Natural Waffle and Pancake Mix - Save 40% Off

*Offer cannot be applied retroactively and expires 12/31/11 at 11:59 pm EST. Offer applied to in-stock orders only and cannot be combined with any other offers.

This is an advertisement. To unsubscribe please send an email and include your email address. We no longer receive our offers to: unsubscribe@carbonmalted.com or mail your unsubscribe request (including your email address) to Carbon's Golden Malted, Customer Service, 4101 William Richardson Drive, South Bend, IN 46625.

©2011 New Carbon Company, LLC

Lowest Prices of the Year! Save up to 50% Off Today - [Shop Now!](#) Is this email not displaying correctly? View it in your browser

CYBER MONDAY SALE
LOWEST PRICES OF THE YEAR
UP TO 50% OFF, FREE MIX AND MORE!
DON'T MISS THIS LIMITED TIME SALE!

Waffle & Pancake Mixes | Waffle Bakers | Gift Sets | Syrups

**LIMITED TIME CYBER MONDAY DEALS!
SAVE UP TO 50% OFF TODAY**

Take advantage of our exclusive Cyber Monday deals today! Everything is on sale now including our world-famous Waffle and Pancake Mixes, popular gift sets, value packs, waffle baker and much more!

Don't Miss our Lowest Prices of the Year - Save up to 50% off Today!

Make this holiday season special with America's Favorite Waffles and Pancakes! Whether to make great tasting breakfasts for your family and friends or to give a special gift to the waffle and pancake lovers in your life, we've got you covered!

Share our **BIGGEST SALE OF THE YEAR** with your friends and family, they will automatically save too - no codes or coupons needed!

**Golden Malted Waffle Baker
2 FREE Pouches of Original Mix - \$20 Value!**

Get 2 FREE resealable 2 lb. pouches of Original Waffle and Pancake Mix (a \$20 value) with each purchase of our Gourmet Waffle Baker!

Our Gourmet Waffle Baker is the perfect way to make America's Favorite Waffles and makes a great gift with 2 FREE Pouches of Original Waffle and Pancake Mix!

SHOP NOW!

Premier Waffle and Pancake Gift Set - Save 50% Off Today!

Save \$20 off today on our Premier Waffle and Pancake Gift Set - that's 50% off! This exclusive set includes the following in one convenient gift box:

- 2 - 2lb. resealable pouches of our Original Waffle and Pancake Mix
- Bottle of Classic Syrup - thick, rich and great tasting
- Waffle Grid Conditioner - prevent sticking and build-up
- Heat resistant waffle fork and batter ladle

This is the perfect gift for any waffle or pancake lover!

SHOP NOW!

Sale Ends Today! Lowest Price Ever - Shop Now! Is this email not displaying correctly? View it in your browser

Carbon's GOLDEN MALTED AMERICA'S WAFFLE
Save 20% Off Carbon's Golden Malted Gourmet Waffle Baker

SHOP NOW - LOWEST PRICE EVER!

**This Sale Ends Tonight at Midnight!
Save 20% Off Carbon's Golden Malted Gourmet Waffle Baker - Our Lowest Price Ever!**

Today is the last day of our waffle baker sale! Save 20% off Carbon's Golden Malted Gourmet Waffle Baker right now!

Don't Miss Out - This is the Lowest Price Ever!

Our Gourmet Waffle Baker features the following:

- 1000 watts of cooking power, you and your family will be enjoying America's Favorite Waffles in no time!
- Heavy-duty construction with a durable aluminum top.
- Superior non-stick waffle grids make for easy cooking and fast clean up.
- 7-Setting Waffle Browning Control so your waffles will be baked to your preference.
- Our special GOLDEN-LOCK™ alert will let you know when your waffles are done to perfection.

Carbon's Golden Malted Gourmet Waffle Baker
List Price: \$59.99
Today's Price: \$48

SHOP NOW!

Add Any Mix with Your Baker and Get FREE SHIPPING!

Original Waffle and Pancake Mix - Our Most Popular

All Natural Waffle and Pancake Mix

Gluten Free Waffle and Pancake Mix

*Offer cannot be applied retroactively and expires 8/31/11 at 11:59 pm EST. Free 3-8 Day Shipping available on all orders over \$48.

This is an advertisement. To unsubscribe please send an email that includes your stated request to no longer receive our offers to: unsubscribe@carbonmalted.com or mail your unsubscribe request (including your email address) to Carbon's Golden Malted, Customer Service, 4101 William Richardson Drive, South Bend, IN 46625.

©2011 New Carbon Company, LLC

Social Media

RYAN PAXTON
PAXTON.RYAN@GMAIL.COM
(302) 709-1824

Content Developed for a Wide Range of Social Communities

Social media campaigns using product images to increase conversions by building an emotional connection. Strategies include:

- Facebook Images
- Tweets
- Pinterest Recipe Cards
- Advertorial Content
- Sales Discounts



Deluxe Waffle Starter Kit

THE PERFECT GIFT
THIS HOLIDAY SEASON
Everything you need to make America's Favorite Waffles at home!

STARTER KIT INCLUDES:
Golden Malted Gourmet Waffle Baker
1 Pouch of Original Golden Malted Mix
Bottle of Classic Syrup
Bottle of Grid Conditioner
Heat Resistant Plastic Fork
Specialty Ladle

ORDER TODAY & SAVE OVER \$12.00



Find more great tasting recipes at
www.GoldenMalted.com

INGREDIENTS

Gingerbread Waffles
1 cup of Golden Malted Gingerbread Waffle and Pancake Mix
1 egg
1/4 cup of water or milk
2 tbsps melted butter

PREPARATION

1. Beat egg and water or milk together
2. Add Golden Malted Gingerbread Waffle and Pancake Mix and mix well
3. Stir in melted butter
4. Ladle onto hot waffle iron and remove when golden brown. We recommend the Golden Malted Gourmet Waffle Baker - makes perfect waffles every time.
5. Optional: Top with nuts, syrup or butter.



Print and Digital Advertising

RYAN PAXTON
PAXTON.RYAN@GMAIL.COM
(302) 709-1824

Print Advertising

Individual campaigns developed to target different audiences through a variety of trade publications. These advertisements include a call to action and associated landing page to track ROI.



OPTIMIZE PERFORMANCE

With millions of square feet of vegetated roofs specified every year, find out why **Design Professionals, Building Owners and Green Roof Installers** prefer rooflite to optimize their green roof performance at rooflitesoil.com/optimize

rooflite
Certified Green Roof Media

www.rooflitesoil.com
1 (877) 268-0017



rooflite
Certified Green Roof Media

Selecting the right growing media is crucial for the success of any green roof system. Visit rooflitesoil.com/ASLA1 to view our project photo gallery and to see why rooflite® is the Specifier's choice for green roof media.

Consistency, Quality and Experience

Visit us at booth #642N at Greenbuild and Booth #1122 during the ASLA conference.



Selecting the right growing media is crucial for the success of any green roof system. Visit rooflitesoil.com/ASLA2 to view our project photo gallery and to see why rooflite® is the Specifier's choice for green roof media.

Consistency, Quality and Experience

rooflite
Certified Green Roof Media

www.rooflitesoil.com
1 (877) 268-0017



Selecting the right growing media is crucial for the success of any green roof system. Visit rooflitesoil.com/ASLA2 to view our project photo gallery and to see why rooflite® is the Specifier's choice for green roof media.

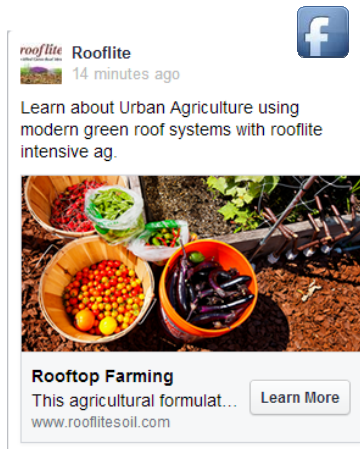
Consistency, Quality and Experience

rooflite
Certified Green Roof Media

www.rooflitesoil.com
1 (877) 268-0017

Digital Advertising

Multi channel communications designed to send content to users through banner and display ads using advertising networks (Google, Facebook, Bing, etc...) and digital versions of trade publications.



Rooflite
14 minutes ago

Learn about Urban Agriculture using modern green roof systems with rooflite intensive ag.

Rooftop Farming
This agricultural formulat... [Learn More](#)

www.rooflitesoil.com



[Green Roof Specification](#)
rooflite certified green roof media
[Download Specs Now!](#)
www.rooflitesoil.com/directspec

[Green Roof Media](#)
Lightweight Engineered Soil
rooftop gardens and green roofs
www.rooflitesoil.com

[#1 Green Roof Media](#)
Certified Green Roof Soil
Consistency, Quality and Experience
www.rooflitesoil.com

[Green Roof Media](#)
Certified Green Roof Soil
Get a quote today!
www.rooflitesoil.com/quote



OPTIMIZE PERFORMANCE

With millions of square feet of vegetated roofs specified every year, find out why **Design Professionals, Installers, Building Owners and Green Roof Users** prefer rooflite!

www.rooflitesoil.com/optimize

Over fifty years of soil engineering experience offers unparalleled knowledge from both North America and Europe. Only the highest quality regionally available materials are utilized in rooflite® Certified Green Roof Media.

rooflite
Certified Green Roof Media

www.rooflitesoil.com 877.268.0017

[Click to Download FREE Specifications](#)

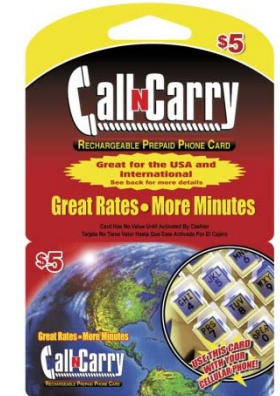
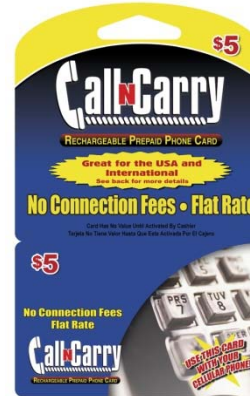
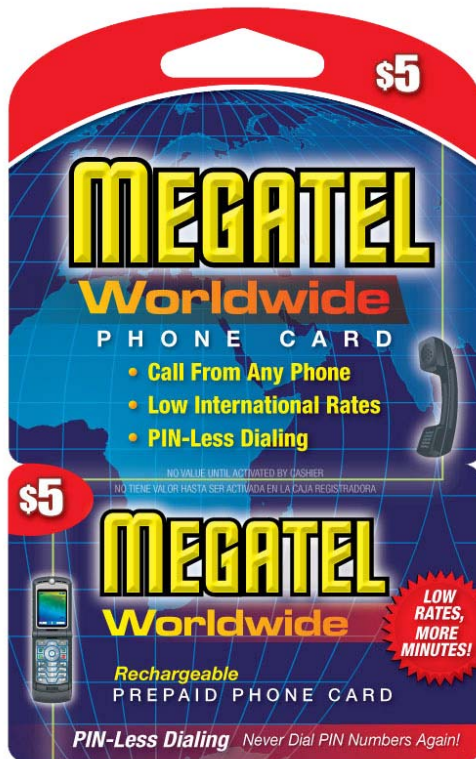
[Optimize your green roof project!](#)

Product Design (Retail & Wholesale)

RYAN PAXTON
PAXTON.RYAN@GMAIL.COM
(302) 709-1824

Prepaid Telecommunications

Stored value phone cards developed to target different demographics. Featured in over 350,000 retail locations worldwide including Mass Merchants, Convenience Stores, Supermarkets, Drug Stores, Office Super Stores as well as local “mom and pop” locations.

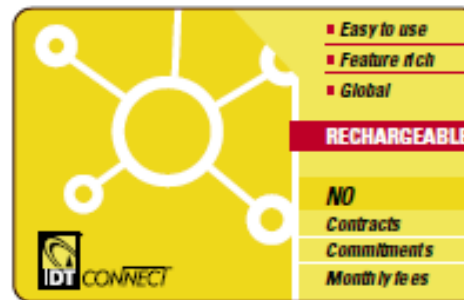


Product Design (Retail)

RYAN PAXTON
PAXTON.RYAN@GMAIL.COM
(302) 709-1824

Prepaid Telephone Conferencing Card

Initially a B2B product, IDT Connect showed great potential for a retail application in Big Box Office Supply Stores. This concept was tested at various values, but was never fully launched.

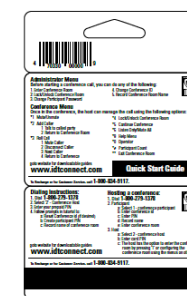
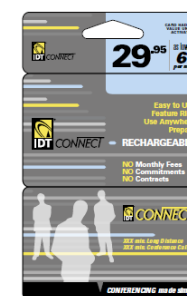
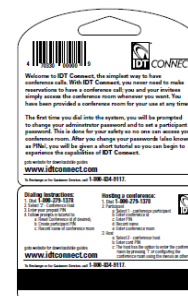


front



back

- Additional Concepts -

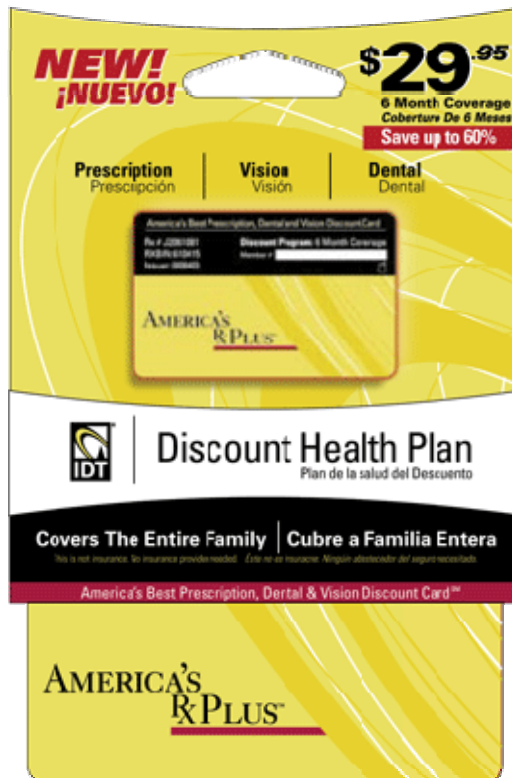


Product Design (Retail)

RYAN PAXTON
PAXTON.RYAN@GMAIL.COM
(302) 709-1824

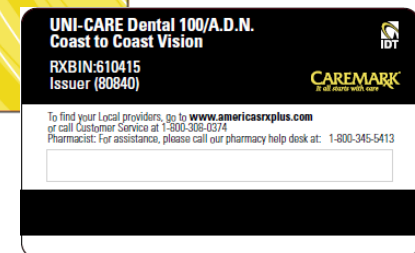
Prepaid Prescription Card

Americas RX Plus was developed to provide the underinsured a solution for their healthcare needs. This discount health plan was designed to give the entire family access to affordable prescription, vision and dental services.



Back

Front

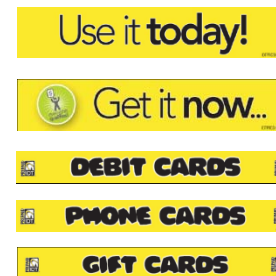
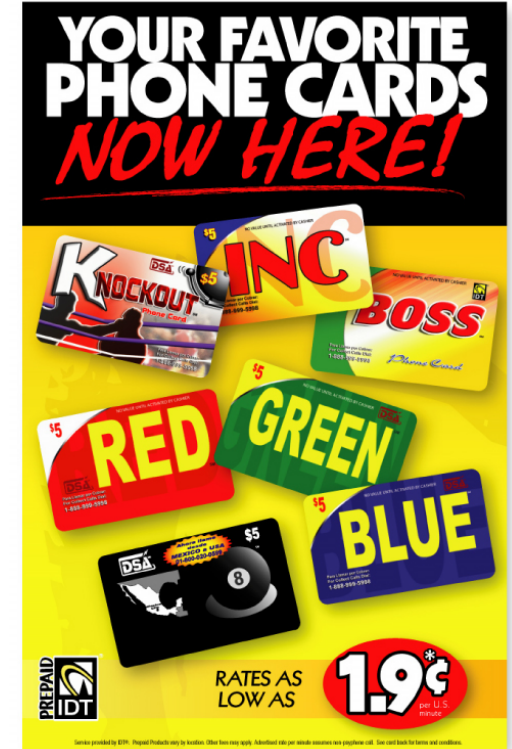


Retail POP

RYAN PAXTON
PAXTON.RYAN@GMAIL.COM
(302) 709-1824

Retail Point of Purchase Material

Ongoing POP support for retail channels including displays, hang cards, window/cooler clings, counter mats, wobblers, dangles, and rate posters.



USA 2.0¢	IDT GOLD	LOW FEES NO CONNECTION
DOMINICAN REP. 212 ¢/min	Country Rate \$2-\$10 Country Rate \$2-\$10 Country Rate \$2-\$10	
EL SALVADOR 150 ¢/min		
GUATEMALA 140 ¢/min		
INDIA 140 ¢/min		
MEXICO 450 ¢/min		
NIGERIA 75 ¢/min		
PAKISTAN 160 ¢/min		

USA 1.8¢	IDT Platinum	LOW FEES NO CONNECTION
DOMINICAN REP. 268 ¢/min	Country Rate \$2-\$10 Country Rate \$2-\$10 Country Rate \$2-\$10	
EL SALVADOR 200 ¢/min		
GUATEMALA 180 ¢/min		
INDIA 200 ¢/min		
MEXICO 608 ¢/min		
NIGERIA 86 ¢/min		
PAKISTAN 200 ¢/min		

Retail Kits

RYAN PAXTON
PAXTON.RYAN@GMAIL.COM
(302) 709-1824

Display Merchandising

Sales sheets designed to promote the IDT Point of Sale Activated retail product program. This program included Phone Cards, Wireless Recharge, Stored Value Programs, Gift Cards, Bill Payment and more.

STANDARD UTA E-PIN P-O-P KIT

STANDARD P-O-P KIT CONTENTS:

- LARGE WINDOW POSTER
- COUNTER MAT
- WINDOW/DOOR STATIC CLING/DECAL
- CLIP STRIP WITH HEADER CARD & S-HOOK
- WIRELESS MULTI-CARRIER CARD/SIGNS

WINDOW POSTER - 18" X 24"

- PLACE IN STORE FRONT WINDOW.
- TAPE PRE-APPLIED & (2) HOLES PROVIDED FOR HANGING.

12-HOOK CLIP STRIP SHOWN WITH 5" X 5" HEADER CARD & S-HOOK

- REMOVE ADHESIVE BACKING FROM CLIP STRIP. ATTACH HEADER CARD. INSERT S-HOOK IN HOLE ON HEADER CARD & HANG ON GONDOLA OR SHELF.
- FILL CLIP STRIP WITH PRODUCT.

COUNTER MAT - 11" X 15"

- PLACE NEAR CASH REGISTER OR CHECK-OUT AREA.

WINDOW/DOOR STATIC CLING/DECAL - 5" X 7"

- PLACE ON ENTRY DOOR OR FRONT WINDOW.

WIRELESS MULTI-CARRIER CARD/SIGN

- (2) 3.58" X 17" CARD.
- HANG IN WINDOW OR OTHER VISIBLE AREA.

NOTE: \$10 UTA P.O.S. CARDS INCLUDED. OTHER POSA PRODUCTS INCLUDED IN KIT COME DIRECTLY FROM ORDER PLACED VIA MERCHANT SERVICES AGREEMENT (MSA).

For Questions, call Merchant Services at
1-800-471-5638

DISPLAY KIT #1

DISPLAY KIT #1 CONTENTS:
15-HOOK BLACK PVC COUNTER DISPLAY - [1-SIDED]

HEADER CARD

INSERT IN THE TWO CLIPS ON THE BACK OF THE DISPLAY.

STANDARD POP KIT, PLUS...

- (1) 19" X 7" HEADER CARD
- (1) 3" X 17" WIRELESS MULTI-CARRIER CARD
- (15) CLEAR PLASTIC PEG HOOKS

PRODUCT PLACEMENT:

- PLACE (1-15) PEG HOOKS WITH A RE-ORDER CARD & THEN PLACE THE UTA \$10 PHONE CARDS.
- PLACE (2-12) PEG HOOKS WITH A RE-ORDER CARD & THEN PLACE THE UTA \$5 PHONE CARDS.
- PLACE (4-6) PEG HOOKS WITH A RE-ORDER CARD & THEN PLACE THE IDT CALLCARRY OR CALLCARRY PHONE CARDS (DISPLAY WHICHEVER PHONE CARD PRODUCT LINE ORDERED).
- PLACE THE WIRELESS MULTI-CARRIER CARD ON TOP RIGHT PEG HOOK SO IT HANGS VERTICALLY DOWN THE RIGHT SIDE.
- PLACE 1 PEG HOOK WITH (1) PACK OF THE CALLCARRY OR CLEAN/CLAR RATE BOOKLETS.

ADDITIONAL PRODUCTS MAY BE PLACED ON REMAINING PEG HOOKS. IF NO ADDITIONAL PRODUCTS ARE ORDERED, DUPLICATE PEGS WITH PHONE CARDS.

NOTE: P.O.S. PRODUCTS INCLUDED IN KIT COME DIRECTLY FROM ORDER PLACED VIA MERCHANT SERVICES AGREEMENT (MSA).

For Questions, call Merchant Services at
1-800-471-5638

DISPLAY KIT #3

DISPLAY KIT #3 CONTENTS:
SIDE WING WIRE ENDCAP RACK

STANDARD POP KIT, PLUS...

- (1) 14" X 5.5" HEADER CARD
- (1) 3" X 17" WIRELESS MULTI-CARRIER CARD

DISPLAY ASSEMBLY KIT:

- (1) SET OF UNIVERSAL MOUNTING HARDWARE
- (36) BLACK PLASTIC HOOKS THAT AFFIX ONTO WIRE RINGS

NOTE: FOLLOW INSTRUCTIONS ENCLOSED IN KIT FOR SET-UP ASSEMBLY.

PRODUCT PLACEMENT:

- ONCE ASSEMBLED TO ENDCAP OR GONDOLA:
- SPACE (3-4) HOOKS EVENLY ACROSS EACH ROW.
- PLACE (1) REORDER CARD AND THEN PLACE THE IDT CLEAN/CLAR OR CALLCARRY & UTA PHONE CARDS ON HOOKS ON RACK.
- PLACE THE WIRELESS MULTI-CARRIER CARD ON LAST HOOK ON 1ST ROW.
- PLACE (1) PACK OF THE CLEAN/CLAR OR CALLCARRY RATE BOOKLETS ON A HOOK.

ADDITIONAL PRODUCTS MAY BE PLACED ON REMAINING HOOKS. IF NO ADDITIONAL PRODUCTS ARE ORDERED, DUPLICATE PEGS WITH PHONE CARDS.

ACCESSORIES MAY BE HUNG ON BOTTOM HOOKS.

NOTE: P.O.S. PRODUCTS INCLUDED IN KIT COME DIRECTLY FROM ORDER PLACED VIA MERCHANT SERVICES AGREEMENT (MSA).

For Questions, call Merchant Services at
1-800-471-5638

DISPLAY KIT #2

DISPLAY KIT #2 CONTENTS:
18-HOOK WIRE ROTATING COUNTER DISPLAY - [2-SIDED]

HEADER CARD

INSERT IN THE GROOVES ON TOP OF THE DISPLAY.

STANDARD POP KIT, PLUS...

- (1) 9" X 4" HEADER CARD - [BILINGUAL/2-SIDED]
- (3) WIRELESS MULTI-CARRIER CARDS
- (6) 9" X 1" PRODUCT CHANNEL STRIPS - [BASED ON PRODUCTS ORDERED]

PRODUCT PLACEMENT:

SIDE 1:

- PLACE (4-6) HOOKS WITH (1) RE-ORDER CARD & THEN PLACE THE IDT CLEAN/CLAR OR CALLCARRY PHONE CARDS.
- DISPLAY WHICHEVER PHONE CARD PRODUCT LINE ORDERED.
- PLACE (2-4) HOOKS WITH (1) RE-ORDER CARD & THEN PLACE THE UTA \$10 & \$5 PHONE CARDS.
- PLACE (1) PACK OF THE IDT CLEAN/CLAR OR CALLCARRY RATE BOOKLETS ON A HOOK.

SIDE 2:

- PLACE (1) WIRELESS MULTI-CARRIER CARD ON EACH HOOK ON THE FIRST ROW.
- ADDITIONAL PRODUCTS MAY BE PLACED ON REMAINING HOOKS. IF NO ADDITIONAL PRODUCTS ARE ORDERED, DUPLICATE HOOKS WITH PHONE CARDS.

NOTE: P.O.S. PRODUCTS INCLUDED IN KIT COME DIRECTLY FROM ORDER PLACED VIA MERCHANT SERVICES AGREEMENT (MSA).

For Questions, call Merchant Services at
1-800-471-5638

STANDARD P-O-P KIT

P-O-P ITEMS INCLUDED IN TERMINAL KIT:

- LARGE WINDOW POSTER
- COUNTER MAT
- WINDOW/DOOR STATIC CLING/DECAL
- CLIP STRIP WITH HEADER CARD & S-HOOK
- WIRELESS UPC SCANNING CARD KIT
- WIRELESS MULTI-CARRIER CARDS
- IDT PHONE CARD RATE BOOKLETS
- PHONE CARD RE-ORDER CARDS

WINDOW POSTER - 18" X 24"

- PLACE IN STORE FRONT WINDOW.
- PRE-APPLIED TAPE & (2) HOLES PROVIDED FOR HANGING.

12-HOOK CLIP STRIP SHOWN WITH 5" X 5" HEADER CARD & S-HOOK

- REMOVE ADHESIVE BACKING FROM CLIP STRIP. ATTACH HEADER CARD. INSERT S-HOOK IN HOLE ON HEADER CARD & HANG ON GONDOLA OR SHELF.
- FILL CLIP STRIP WITH PRODUCT.

COUNTER MAT - 11" X 15"

- PLACE NEAR CASH REGISTER OR CHECK-OUT AREA.

WINDOW/DOOR STATIC CLING/DECAL - 5" X 7"

- PLACE ON ENTRY DOOR OR FRONT WINDOW.

WIRELESS UPC SCANNING CARD KIT

- PLACE NEAR CASH REGISTER.
- USE TO SCAN WIRELESS DISCOUNTS & BILLS PRIOR TO ACTIVATING PIN ON TERMINAL.

WIRELESS MULTI-CARRIER CARDS

- (2) 3.58" X 17" CARDS INCLUDED IN EVERY KIT.
- (1) 3.58" X 17" CARD FOR DISPLAY KIT #1 AND #2.

PHONE CARD RE-ORDER CARDS

- (1) CARD PER PHONE CARD PRODUCT ORDERED.
- PLACE ON PEG BEHIND PHONE CARDS.

NOTE: POSA PRODUCTS INCLUDED IN KIT COME DIRECTLY FROM ORDER PLACED VIA MERCHANT SERVICES AGREEMENT (MSA).

For Questions, call Merchant Services at
1-800-471-5638

Summary and Recommendations

RYAN PAXTON
PAXTON.RYAN@GMAIL.COM
(302) 709-1824

Skills and Expertise

Business Marketing	Client Relations	Public Outreach
Brand Management	Sales Solutions	Product Launches
Strategic Marketing	Graphic Design	Media Planning & Buying
Social Media & eMarketing	Retail Channels	Problem Solving
Analytics & SEO	Content Strategy	Collaboration
Process Improvements	Communication	Database Marketing
Business Marketing	Client Relations	Public Outreach

Software and Technical Skills

Adobe Acrobat	Facebook	MailChimp
Adobe Photoshop	Facebook Advertising	MS CRM Dynamics
Adobe Illustrator	Google AdWords	MS Office
Adobe InDesign	Google Analytics	Sublime Text
CMS Made Simple	Google MapsEngine	Survey Monkey
Constant Contact	Hootsuite	Twitter
CSS3	HTML 5	Wordpress

Recommendations

Marketing Manager/Director of Card Product Management-Telecom IDT Telecom



Debbie Steinberg

Director, Global Digital Marketing Operations, BT Global Services at BT

“ I worked closely with Ryan on a number of Prepaid Solutions projects at IDT Telecom. Ryan is professional, never missed a deadline, and was well respected by both his peers and senior management staff. His product development through his creative visuals is wonderful produced. I would recommend Ryan highly for a role in which is creativity is exposed. *Debbie Steinberg - debbiesteinberg@yahoo.com. less

June 19, 2009, Debbie worked directly with Ryan at IDT Telecom

National Account Executive Performance Companies



Taylor White

President, Performance Companies, LP

“ Ryan is a very detail oriented and dedicated worker for all types of tasks ranging from business development to project management and customer service. He understands the big business picture and is also able to focus on and execute the day to day activities that are essential to making the business work. I would highly recommend Ryan to anyone looking to hire him or to work with him as a supplier. less

March 3, 2009, Taylor managed Ryan at Performance Companies

Field Representative Greenmarket Fundraising, Inc.

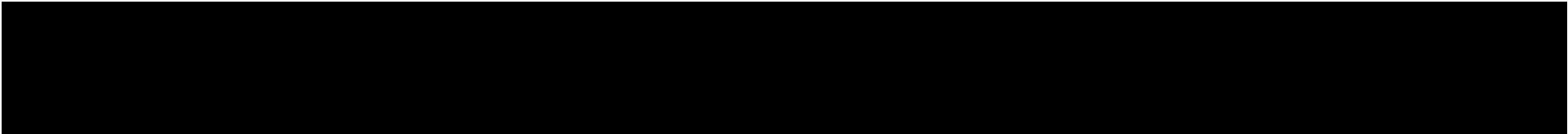


Jackie Kessler

Co Owner and Photographer at Flash Forward Photography

“ I had the pleasure of working alongside Ryan for Green Market Fundraising. During that time, I was very impressed with his proactive approach to lead follow-up and his level of comfort while engaging the public during presentations. Not only is Ryan highly personable, organized and receptive to ideas and new strategies, he is also able to provide suggestions to facilitate workflow. He would be an excellent asset to any organization. less

March 19, 2014, Jackie worked directly with Ryan at Greenmarket Fundraising, Inc.



Thank you!



RYAN PAXTON

paxton.ryan@gmail.com

www.beyond.com/paxton-ryan

www.linkedin.com/in/rpaxton/

(302) 709-1824