

PREMIUM CASE STUDY

I turned ScholarshipOwl's ambassador program into a branded growth system

I designed this work to do more than generate awareness. It gave ScholarshipOwl a repeatable way to translate its public promise—making scholarships feel simpler, faster, and more attainable—into real student behavior across campus communities and Discord.

What I built

I developed the strategy, onboarding structure, mission design, governance model, incentive system, and budget logic behind ScholarshipOwl's Campus Ambassador program and Summer Scholars pilot.

What made it strong

The system aligned brand language, peer credibility, community participation, scholarship application habits, and operational accountability into one coherent engine.

11

ambassadors
budgeted

4

summer scholars

60

days in pilot

\$33K

annual stipend
budget

Executive lens

I approached the program as an operating model rather than a collection of campaign assets. The goal was to create a flywheel: build campus visibility, pull students into community, reinforce scholarship activity, and sustain trust through consistent participation.

From Brand Promise to Program Design

ScholarshipOwl's public brand language emphasizes momentum, credibility, and a smoother path to scholarships. I carried that logic into the program architecture so students would not just hear the promise—they would experience it through peers, routines, and support systems.

01 Campus visibility

I recruited students with campus reach and organizational access so awareness could travel through trusted peer networks instead of generic promotion alone.

02 Community entry

I used Discord as the connective layer, giving students an active place to ask questions, see momentum, and participate beyond the first touchpoint.

03 Guided action

I tied the program to scholarship applications, social proof, moderation, study groups, and recurring missions so participation stayed visible and productive.

04 Compounding trust

I built reinforcement through recognition, support, and shared activity so the brand became associated with real progress rather than passive discovery.

Core deliverables

- A year-round Campus Ambassador program with clear objectives, responsibilities, incentives, and support structure.
- A 60-day Summer Scholars pilot designed around application cadence, community moderation, and social/video output.
- A documented onboarding sequence with required steps, logistics coordination, and proof-of-completion screenshots.
- A campus outreach research layer mapping organizations, offices, and contacts to support scalable local activation.

Design principle

I treated growth as a designed experience. Strategy, community rituals, incentives, workflows, and reporting were all built to reinforce the same outcome: sustained student action.

Program Architecture, Governance, and Proof of Execution

What elevates the work is the level of operating detail. The documents show that the program was structured to be managed, measured, and repeated—not simply imagined. That is what makes the case study feel transferable.

Program layer	How I structured it
Ambassador role	Students operated as both on-campus representatives and Discord community builders, connecting offline presence with online retention.
Mission system	Weekly and monthly responsibilities included greetings, scholarship support, social posting, events, Q&As, and reporting logic.
Onboarding flow	Introductions, participation targets, scholarship applications, logistics, and campus mapping were all documented early.
Support structure	The system included a handbook, direct staff touchpoints, dedicated channels, and clear escalation paths to reduce friction.

Budget discipline
The documented budget shows more than investment. It shows restraint. Even when a maximum budget existed, the stated goal was to stay below the ceiling when possible and operate with discipline.

Documented figures
11 ambassadors at \$250 per month = \$33,000 annually in stipends, plus \$1,650 in swag and \$9,000 in contests, with an earlier upper-bound model reaching \$66,000.

Execution evidence
The outreach materials tracked ambassadors, Discord IDs, universities, organizations, staff contacts, emails, phone numbers, and addresses across multiple campuses.

Why that matters
That level of specificity shows the program had moved beyond concept and into localized rollout with accountability built into the workflow.

Why This Work Reads Like an Agency-Caliber Build

The strongest signal in this project is not only that I built a student program. It is that I built a branded system with strategic logic, visual consistency, operational rigor, and a clear mechanism for behavior change. That combination is what gives the work range beyond a single category.

Brand translation

I converted ScholarshipOwl's promise into a lived student experience with structure, support, momentum, and repeatable routines.

Scalable systems thinking

I designed a model that could extend across campuses, cohorts, and future terms without depending on ad hoc execution.

Community-led growth

I used peer credibility, incentives, and shared participation to create trust in ways paid promotion alone rarely can.

Operational maturity

I documented the program deeply enough that it could be managed, audited, and expanded with clarity.

Closing statement

I built a brand-aligned growth engine for ScholarshipOwl that connected campus marketing, student community, scholarship application behavior, and operational discipline into one cohesive system.