

Below is a compiled portfolio of the work I completed for Accepted Admissions, an educational consulting start-up located in Chicago, Illinois. I was a contracted marketing manager, where I was responsible for creating social media posts, editing videos, crafting content calendars, etc. I began my work there in August 2024 and my time there ended in January 2025.

This portfolio will be split into several sections, containing only the social media posts I created: Community Tips (a series where we offered helpful tips to students/families/teachers), Holidays (self-explanatory), the Programs Series (a series that we began promoting during my time there, but sadly didn't finish promotion-wise), miscellaneous (social media posts discussing a variety of different topics), unreleased (social media posts that I created but weren't published), and templates (general templates that I loosely followed while creating assets).

As an additional note—when I created these posts, I would use the same design for each platform the company posted on (in this case, there were three: Instagram, LinkedIn, and Facebook), but just use different sizes to help properly format them. For this portfolio, I'm just going to the Instagram assets, as that is the primary platform that the company used. The captions to these posts—save for promotional flyers after the templates—will be listed at the end.

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## Community Tips #1

- Get your kids up to date on their vaccines.
- Help your kids with back-to-school stress.
- Don't forget about your kids' back-to-school forms.

Source: [chicago.gov](http://chicago.gov)



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## Community Tips #2

- Create a "homework spot." (Teacher Tip)
- Get your kids' school outfits organized. (Parent Pointer)
- Schedule enough time for sleep each night. (Doctor Do's)

Source: [ABC7 Chicago.com](http://ABC7Chicago.com)



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## Community Tips Set #3

- *Slightly Spooky Saturday (Navy Pier)*
- *Jack's Pumpkin Patch Pop-Up (Goose Island)*
- *Goblins, Ghosts, and Ghouls (South Shore)*

Source: *ChooseChicago.com* and *ChicagoParkDistrict.com*




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## Community Tips Set #4

- *Windy Acres Farm (Geneva)*
- *Lyman Woods Nature Center (Downers Grove)*
- *The Morton Arboretum (Lisle)*

Source: *kidsareatrip.com* and *mykidlist.com*






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## *Community Tips Set #5*

- *Turkey Shoot (Chicago Lawn - November 20th)*
- *Turkey Trot (South Chicago - November 21st)*
- *Turkey Classic (Garfield Ridge - November 23rd)*

*Source: ChicagoParkDistrict.com*

**A Happy**  
**LABOR DAY**  
*from your friends*  
**at**

*Accepted*  
*Admissions*  
[www.AcceptedAdmissions.com](http://www.AcceptedAdmissions.com)

**A Happy**  
**Indigenous Peoples' Day**  
*from your friends at*

*Accepted*  
*Admissions*  
[www.AcceptedAdmissions.com](http://www.AcceptedAdmissions.com)





*A Happy*  
**Veterans Day**  
*from your friends at*

*Accepted*  
*Admissions*

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**Welcome to our 2024 - 2025  
Programs Series!**



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## **Program Breakdowns**



## **Accepted Chess**

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## **Program Breakdowns**



## **Accepted Esports**





wants to commemorate the  
start of  
**Attendance Awareness  
Month**



wants to commemorate the  
**23rd Anniversary of  
9/11**







**has expanded!**

**We can now be found on**

**LinkedIn**

**and**

**facebook**



**Our 2024 programs have  
begun!**





**Happy Birthday to our  
Founder, Willie Williams!**



A Happy  
**Thanksgiving**  
from your friends at

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Admissions*  
[www.AcceptedAdmissions.com](http://www.AcceptedAdmissions.com)



**The Programs Series is  
coming soon!**





## Program Breakdowns



## Youth Golfing



## Program Breakdowns



## Adult Learning



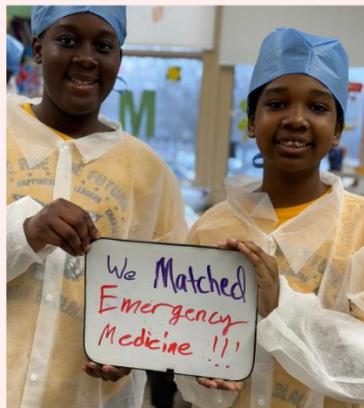
## **Program Breakdowns**



## **Accepted Boys 2 Mentoring**



## **Program Breakdowns**



## **So, You Want to Be a Doctor**

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# Presents

**Enter Event Title Here**  
**Host's Name Here**

*Date of event here*



*Brief blurb of personality ("We can't wait to see you," etc.)*

*Extra blurb here, perhaps? Company motto? Piece of advice? Host's credentials?*

*Accepted Admissions*  
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**and**

**\*insert company name here\***  
**are \*insert collaboration event\***



**\*insert date(s) here\***  
**\*insert any additional information here\***

*We  
Here at*

*Accepted  
Admissions*  
[www.AcceptedAdmissions.com](http://www.AcceptedAdmissions.com)

*would like to wish \*insert  
employee name here\* a*



*Happy Birthday!*

*A Happy/Merry*

*\*insert holiday  
here\**

*from your friends at*

*Accepted  
Admissions*  
[www.AcceptedAdmissions.com](http://www.AcceptedAdmissions.com)

CPS Vendor # -42254

# Workshops



**SEL**  
**Parent Action Committee**  
**Financial Literacy**

# Programming

**Accepted Chess**



**Accepted Boys 2 Mentoring**



**So You Want to Be a Doctor**



# Curriculum Development



**Restorative Justice**  
**Project-based Learning**  
**CIWP Planning**

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## Using Math to Run Your Future Business: A Virtual Two-Part Training Series by Willie Williams

For program providers seeking to enrich youth experiences in math, this training will deliver diverse methods of financial literacy!

### *Learning Objectives*

- Utilize Mathematical Concepts in Business
- Promote Analytical Proficiency
- Develop Financial Models

If you work with youth in any capacity, then this is the program for you!

Join Mr. Williams on  
Wednesday, August 14th  
and 21st at 10am - 12pm



## CAPTIONS

## 1. Community Tips

- a. **One:** With the school year having begun, we here at Accepted Admissions would like to offer some community tips to help your child start the year off strong! These tips come from [chicago.gov](https://www.chicago.gov/city/en/sites/onechifam/home/children-teens/child-health/back-to-school.html)! If you'd like to read more details on these specific tips and/or you'd like to research more, you can copy and paste the link below into your address bar!  
<https://www.chicago.gov/city/en/sites/onechifam/home/children-teens/child-health/back-to-school.html>  
[#backtoschool](#) [#community](#) [#school](#) [#chicago](#) [#acceptedadmissions](#) [#help](#)
- b. **Two:** The school year is in full swing, so we have a second and final set of community tips! These come from ABC7 Chicago. If you'd like to read more details on these specific tips and/or you'd like to research more, you can copy and paste the link below into your address bar!  
<https://abc7chicago.com/back-to-school-hacks-school-shopping-parenting/893867/>  
[#backtoschool](#) [#community](#) [#school](#) [#chicago](#) [#acceptedadmissions](#) [#help](#) [#abc7chicago](#)
- c. **Three:** Halloween is coming up soon, so we have compiled a small list of events that you can take your children to! While the holiday can be one of frights, it can also be one of delights! If you'd like to read more details on these specific tips and/or you'd like to research more, you can copy and paste the link below into your address bar!
  1. Slightly Spooky Saturday (<https://navypier.org/events/slightly-spooky-saturday-2024/>)
  2. Jack's Pumpkin Patch Pop-Up (<https://www.jackspumpkinpopup.com/>)
  3. Goblins, Ghosts, and Ghouls (<https://www.chicagoparkdistrict.com/events/goblins-ghosts-and-ghouls-south-shore>)

Additional links for the Choose Chicago and Chicago Park District activities:

1. <https://www.choosechicago.com/articles/families/13-kid-friendly-halloween-events-in-chicago/>

2. <https://www.chicagoparkdistrict.com/halloween>

[#acceptedadmissions](#) [#halloween](#) [#halloween2024](#) [#autumn](#) [#chicago](#)  
[#education](#)

- d. **Four:** With Election Day on Tuesday (and a very important election it is), we have compiled some handy sources from the Chicago Board of Election Commissioners to make sure that you are ready to go! Our image contains a few tips to get you started.

To get to each specific page, copy and paste the links down below into your address bar.

To access general information:

(<https://chicagoelections.gov/voting/election-day-voting>)

To access your voter information:

(<https://chicagoelections.gov/voting/your-voter-information>)

To access early voting information:

(<https://chicagoelections.gov/voting/early-voting>)

To access frequently asked questions:

(<https://chicagoelections.gov/voting/frequently-asked-questions>)

[#acceptedadmissions](#) [#electionday](#) [#electionday2024](#) [#school](#) [#chicago](#)  
[#vote](#) [#voting](#)

- e. **Five:** Good morning y'all! Thanksgiving is only two weeks away, so we compiled some turkey-themed activities from the Chicago Park District to get you into the holiday spirit. Gobble gobble!

To learn more about each activity, please copy and paste the link into your address bar.

The Turkey Shoot in Chicago Lawn

(<https://www.chicagoparkdistrict.com/events/turkey-shoot-free-throw-contest-senka>)

The Turkey Trot in South Chicago

(<https://www.chicagoparkdistrict.com/events/turkey-trot-russell-square>)

The Turkey Classic in Garfield Ridge

(<https://www.chicagoparkdistrict.com/events/turkey-classic-leclaire-hearst>)

[#acceptedadmissions](#) [#fall](#) [#autumn](#) [#thanksgiving](#) [#thanksgiving2024](#)  
[#turkey](#) [#chicago](#)

## 2. Holidays

- a. **Labor Day:** From us here at Accepted Admissions, we'd like to wish you all a happy Labor Day!  
[#backtoschool](#) [#laborday](#) [#laborday2024](#) [#chicago](#) [#acceptedadmissions](#) [#school](#) [#holiday](#)
- b. **Indigenous People's Day:** We here at Accepted Admissions would like to celebrate Indigenous Peoples' Day! We recognize the importance of acknowledging the Indigenous population in the United States and the vibrant people and culture that they all house.  
[#acceptedadmissions](#) [#indigenouspeoplesday](#) [#indigenouspeoplesday2024](#) [#school](#) [#chicago](#) [#education](#) [#holiday](#)
- c. **Halloween:** Hello and good morning y'all! We here at Accepted Admissions would like to wish everyone a happy Halloween! If you're taking your kids or younger siblings out trick or treating, let 'em get as much candy as their heart desires! Have a fun and safe holiday.  
[#acceptedadmissions](#) [#halloween2024](#) [#halloween](#) [#trickortreat](#) [#spooky](#) [#scary](#) [#chicago](#) [#school](#)
- d. **Election Day:** Good morning everyone! Today is none other than Election Day, and this day couldn't be more important. If you haven't voted yet, please do so! Note our previous Community Tips post for any resources that you might need to help you cast your ballot. Also, there have been threats to election offices and ballot boxes across the country, so if you are voting today, please be careful and mind your surroundings. Be safe out there y'all.  
[#acceptedadmissions](#) [#election](#) [#electionday](#) [#electionday2024](#) [#vote](#) [#voting](#) [#school](#) [#chicago](#) [#ballot](#)
- e. **Veterans Day:** Good morning, everyone! Today's Veterans Day, where we honor the heroism and bravery of those who fought in our country's Armed Forces. Their sacrifice has not gone unnoticed. If you have any veterans in your family or are friends with any, please take the time to thank them for their service.

[#acceptedadmissions](#) [#veteransday](#) [#veteransday2024](#) [#veterans](#) [#chicago](#)

### 3. Programs Series

- a. **Program Series Welcome:** Good morning! With our programs for the current school year now in full swing, we here at Accepted Admissions would like to show y'all our 2024-2025 Programs Series. This post will contain pictures for said programs, so please scroll through to see them!

Picture 1: Accepted Chess

Picture 2: Accepted Esports

Picture 3: Golf Crown

Picture 4: UCAN

Picture 5: Accepted Boys Mentoring

Picture 6: "So, You Want to Be a Doctor"

We are looking forward to forming new memories with many new students during this school year, and who knows? The students from your school might just show up in future posts!

[#acceptedadmissions](#) [#school](#) [#chicago](#) [#programs](#) [#education](#) [#instagram](#)

- b. **Program Breakdowns One:** Hello everyone! Last month, we introduced our 2024 - 2025 Programs Series, where we listed our programs for the current school year. We are back to offer Program Breakdowns, where we detail each program to you all. The first one up is Accepted Chess.

The Accepted Chess Club was created to provide children the chance to study the game, hone their chess abilities, and enjoy playing against their friends while engaging in healthy competition and teamwork. Chess is used to improve decision-making, problem-solving, and critical thinking. While the students will have the opportunity to monitor their development and participate in chess competitions, our primary goals are to promote learning, good sportsmanship, and enjoyment.

We'll be back next time to talk about our next program, Accepted

Esports! See y'all then!

[#acceptedadmissions](#) [#school](#) [#chess](#) [#students](#) [#chicago](#) [#schoolyear](#)

c. **Program Breakdowns Two:** Hello everyone! Our Program

Breakdowns continue with Accepted Esports!

Accepted Esports Club or “electronic sports”, takes video gaming to another level with organized competitive gameplay between two teams, governed by its own strict set of rules and guidelines.

Students spend hours analyzing data, game statistics, and strategies, providing real-world experience and application for in-demand job skills—the same attributes colleges and employers are looking for in high school graduates. Esports participation has the capability to change a student’s entire academic trajectory, helping to increase their GPA by an average of 1.7 points.

Through deepened levels of interaction, cooperative learning and working in groups, participants learn to communicate and work more effectively with others. Esports prepares students for jobs in the business of esports including but limited to: sports sales, sports marketing, public relations and social media, event and tournament management, account management, broadcasting, coaching, and video editing.

We’ll be back next time to talk about our next program, Youth Golfing! See y'all then!

[#acceptedadmissions](#) [#school](#) [#esports](#) [#games](#) [#videogames](#) [#students](#) [#chicago](#) [#schoolyear](#)

4. Miscellaneous

- a. **2024 – 2025 School Year Start:** We here at Accepted Admissions would like to wish everyone a happy and successful start to the 2024-2025 school year!

[#backtoschool](#) [#community](#) [#school](#) [#chicago](#) [#acceptedadmissions](#)

- b. **Up and Running:** With the school year now in session, we’d just like to say that Accepted Admissions and all of its programs are now up and running! We can’t wait to work with you all!

[#backtoschool](#) [#school](#) [#acceptedadmissions](#) [#chicago](#)

- c. **Attendance Awareness Month:** September is Attendance Awareness Month, where the importance of regular school attendance is

highlighted! Make sure that your student comes to school everyday to ensure their success.

[#september](#) [#attendanceawarenessmonth](#) [#backtoschool](#) [#acceptedadmissions](#) [#chicago](#) [#school](#)

- d. **9/11 Commemoration:** We here at Accepted Admissions would like to honor those who were lost during the September 11th attacks. May they all rest in peace.
- e. **Hispanic Heritage Month:** We at Accepted Admissions would like to ring in the start of Hispanic Heritage Month! [#hispanicheritagemonth](#) [#backtoschool](#) [#chicago](#) [#school](#) [#acceptedadmissions](#)
- f. **Happy Fall:** The Fall Equinox was on Sunday, so we here at Accepted Admissions would like to wish everyone a happy Fall! Crack out those windbreakers and put on your blue jeans because it's going to get colder out there!  
[#acceptedadmissions](#) [#school](#) [#chicago](#) [#fall2024](#) [#fall](#) [#autumn](#) [#autumn2024](#)
- g. **Social Media Expansion:** We here at Accepted Admissions have recently completed a special project: we've expanded to LinkedIn and Facebook! We will still post our content here on Instagram, but now you'll find us on LinkedIn (as Accepted Admissions LLC) and Facebook (as Accepted Admissions LLC). We can't wait for you all to accompany us on this exciting new chapter of our journey!  
[#acceptedadmissions](#) [#school](#) [#chicago](#) [#instagram](#) [#linkedin](#) [#facebook](#) [#expansion](#)
- h. **Program Beginning:** Good morning! Yesterday, our educational programs for the 2024-2025 school year began. This post contains pictures for each of the programs we held during the previous school year (2023-2024), so please scroll through to see them! (These will be the same programs that will be held this year.)  
Picture 1: Parent Workshops  
Picture 2: Chess  
Picture 3: Boys Mentoring  
Picture 4: Academic Support and Tutoring

We can't wait to enact these programs with our contracted schools and many more to come!

[#acceptedadmissions](#) [#school](#) [#chicago](#) [#programs](#) [#education](#) [#instagram](#)

- i. **Founder Birthday:** Happy birthday to our owner and founder, Willie Williams ([@williewilliams24](#))! He has big plans for the future of our company and he's looking forward to it. Enjoy your day, Willie!  
[#acceptedadmissions](#) [#birthday](#) [#chicago](#) [#school](#) [#specialday](#) [#instagram](#)

## 5. Flyers

- a. **Using Math:** Accepted Admissions founder Willie Williams will be heading an upcoming event series with the Illinois Afterschool Network!

Using Math to Run Your Future Business is a virtual two-part training series that aims to educate youth about diverse methods of financial literacy as they seek to start or grow their companies. In this training, participants will create a mock business and a weekly financial planner to build a positive understanding of finances over time.

The series has three learning objectives:

1. Utilize Mathematical Concepts in Business: Participants will be instructed on the use of mathematical concepts to address business challenges, such as financial management, pricing, and forecasting of revenues.
2. Promote Analytical Proficiency: Participants will be instructed on how to better analyze data, conduct market research, and make well-informed business judgments.
3. Develop Financial Models: Participants will be instructed on how to construct and use economic models for the purpose of company planning, influencing cash-flow estimates, and break-even analysis. This training appeals to a wide audience, but primarily for those who work with youth (like program coordinators or OST managers of youth programs).

Part One will be held on Wednesday, August 14th from 10am to 12pm.

Part Two will be held on Wednesday, August 21st from 10am to 12pm.