



**GREEN HOUSE**  
SALES & MARKETING

# Impact Report

2024



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## CONTENTS

- 3** Welcome
- 5** About Us
- 7** Impact Metrics
- 9** Clients
- 10** Sponsors, Partners & Recruiters
- 11** Notable Recruiters
- 12** Skill Building
- 13** Student Stories

# Message from the Program Director

At UVU, our mission is to prepare students not just for graduation, but for meaningful, lasting careers. That mission comes to life every day through Green House, our student-run, expert-led, and university-sponsored marketing agency. What began as an innovative idea to blend theory with practice has quickly evolved into one of UVU's most impactful student experiences.

In the past year alone, Green House has experienced hypergrowth—driven by unprecedented interest from businesses throughout the community. Local organizations are eager to partner with us because they see the value our students bring. These are not hypothetical classroom projects; our students are developing real campaigns, solving real problems, and producing real results.

This surge in demand has created an unparalleled environment for student growth. They're learning how to communicate with clients, manage deadlines, build strategies, and measure success—all while being mentored by experienced professionals. These hands-on experiences are accelerating their confidence, sharpening their skills, and giving them a competitive edge in the job market.

Green House is more than a marketing agency. It's a proving ground. It's where ambition meets opportunity, where knowledge becomes execution, and where students discover what they're truly capable of.

I'm incredibly proud of what our students have accomplished—and we're just getting started. I'm grateful to UVU leadership for believing in the vision, to our community partners for giving our students a seat at the table, and to our donors for making this momentum sustainable. The future is bright, and our students are ready to lead it.



**Alec Gallego, Director**

Program Director | Green House Sales & Marketing



# Message from the Dean

At the Woodbury School of Business, we believe the most impactful learning happens when students apply knowledge in real-world settings—and no initiative demonstrates that better than Green House. In just the past year, it has propelled student success at an unprecedented pace. By working directly with local businesses, our students are not only gaining hands on experience but producing real results that matter. Green House has become a standout model of engaged learning—bridging theory and practice, boosting career readiness, and strengthening our connection with the community. We're incredibly proud of its impact and excited for what's ahead.



**Bob Allen, Dean**

Woodbury School of Business | Utah Valley University



# Who We Are

Since its launch in Fall 2022, Green House Sales and Marketing has rapidly expanded its reach and impact across the community. Built on UVU's mission of engaged learning, Green House connects students with real businesses, providing affordable marketing services tailored to organizations at every stage of growth. This hands-on model not only strengthens the local economy but gives students the critical experience they need to thrive after graduation. Through real client work, leadership opportunities, and team management experience, Green House has become a proven pipeline for career success—placing students in competitive roles even before they complete their degrees. By helping local businesses grow and adapt, Green House is creating a ripple effect of innovation, opportunity, and economic vitality.

## Leaders

Our leadership takes an active role in administrative work to maintain client operations at Green House beyond their regular positions in the university.



### Alec Gallego

#### Director of Green House

Manages all aspects of Green House operations, including leadership and team management, client relations, project oversight, and more to manage student success and agency growth.



### David G. Przybyla

#### Executive Director

Founder of Green House, responsible for the strategic direction of the program, which includes leadership development, partnerships, and sponsorships.



### Dr. Mitch Murdock

#### Chair of the Marketing Department, Woodbury School of Business

Assists with strategic direction and mentor placement.



### Dr. Gary Johnson

#### Professional Selling Director

Leads sales courses in acquiring new clients for Green House.



# Our Mission

Our mission is to provide students with valuable real-world experience that bridges the gap between education and industry success while offering companies affordable digital marketing services.

## Mentors

In addition to establishing product tasks and expectations for their respective fields, mentors meet regularly with the digital marketing specialists for career development and networking opportunities.



**Jake Snelson**  
Dean's Executive In Residence  
Focus: Reputation Management and SEO



**Andrew Warren**  
Dean's Executive In Residence  
Focus: Paid Media & Google Ads



**Mckenna Runnells**  
Dean's Executive In Residence  
Focus: Social Media & Content Creation



**Jake White**  
Dean's Executive In Residence  
Focus: Student Development



**Jessie Doty**  
Dean's Executive In Residence  
Focus: Paid Media



**Glen Thaxton**  
Dean's Executive In Residence  
Focus: Sales



**Derek Saravia**  
Dean's Executive In Residence  
Focus: Paid Media, Lead Gen & Meta Ads



**Bianca Collings**  
Dean's Executive In Residence  
Focus: People Development



**Jordan Brandon**  
Dean's Executive In Residence  
Focus: Paid Media



**Sierra Nelson**  
Dean's Executive In Residence  
Focus: Social Media, Influencers, and website developmnt



**Trent Howard**  
Dean's Executive In Residence  
Focus: Search Engine Optimization

# Green House Impact Metrics



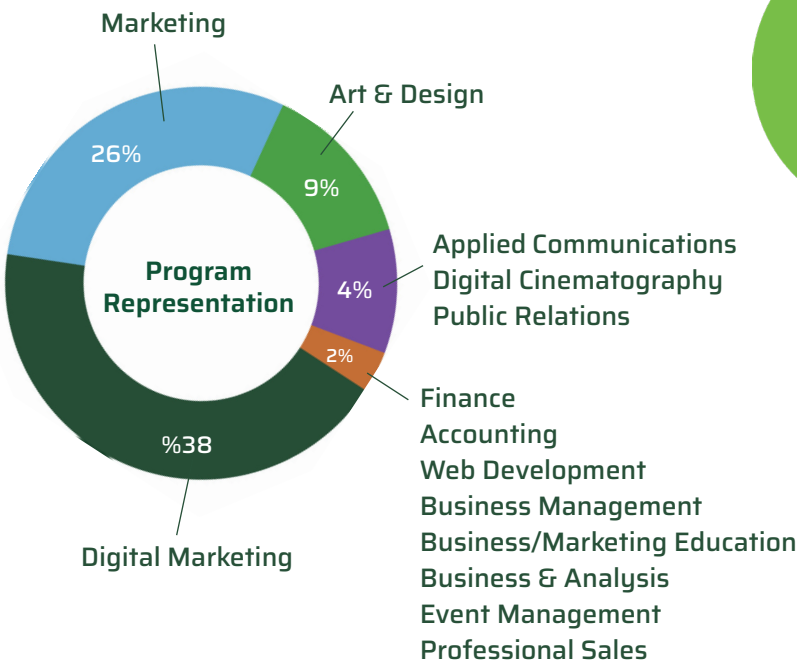
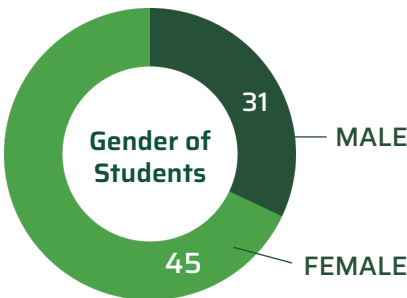
97

All-Time Paid Employees



31

All-Time Industry Mentors



61%

Without any Previous Experience



12%

From Diverse Backgrounds



27%

First-Generation Students



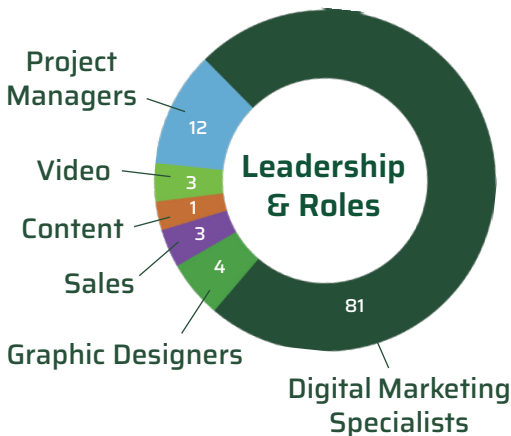
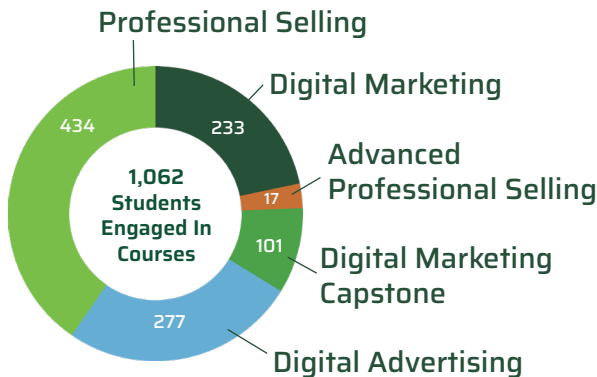
88%

Working Multiple Jobs



85%

Full-Time Students



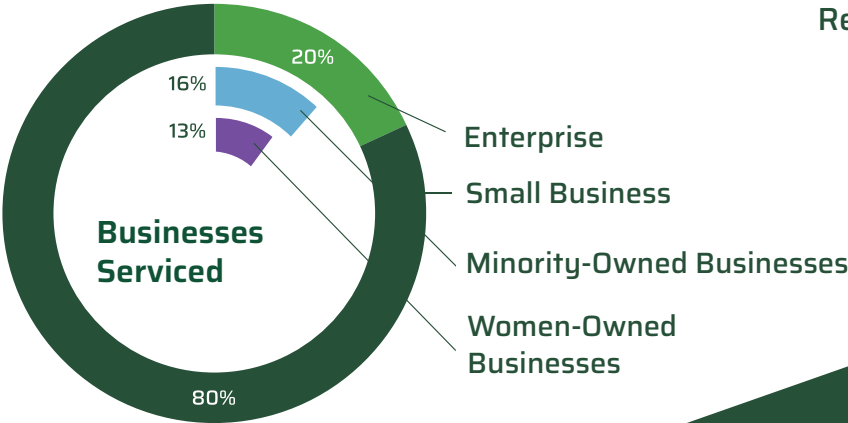
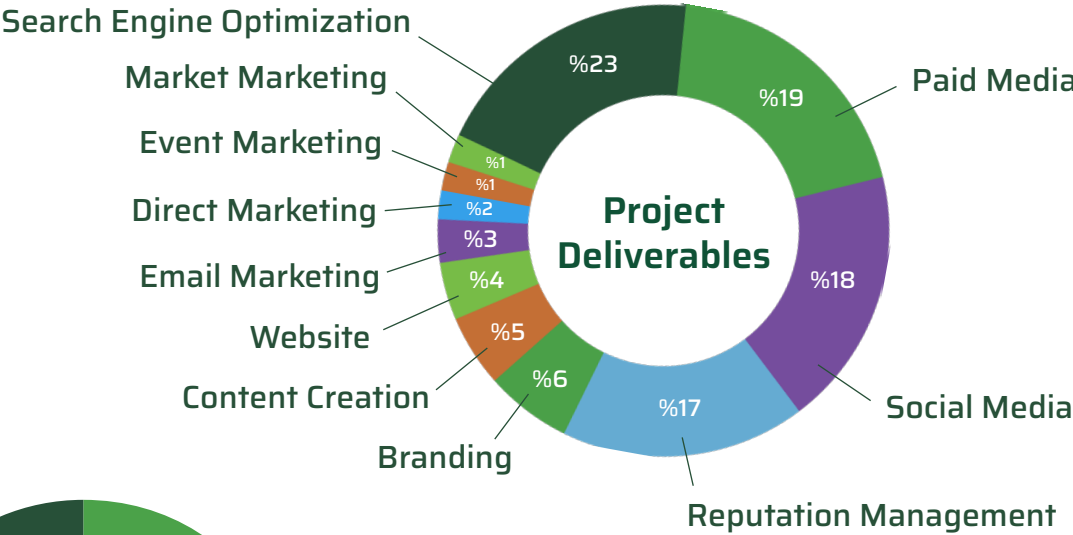
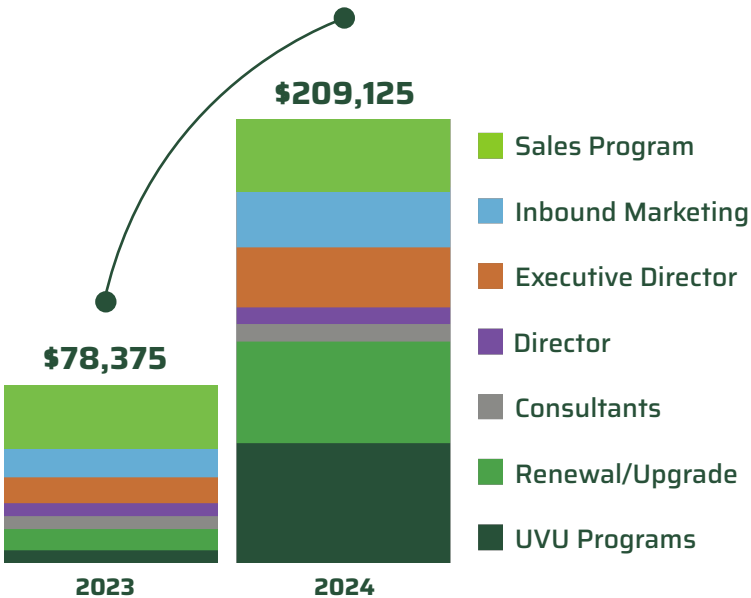
# Community Impact

\$287,500

All-Time Revenue Earned from Client Work

95

All-Time Clients Served



Impact of Campaigns



# Clients



*“Working with Green House was an incredible experience from start to finish. Their team brought a level of professionalism and creativity that made a real difference for our practice. They helped us completely rebrand—everything from our logo to our messaging now feels modern, cohesive, and aligned with who we are. The new website they built looks beautiful and functions seamlessly, and their reputation management support has helped us build stronger trust in our community. We’ve had multiple new patients mention our branding and site when they walk in the door. Green House truly elevated our image, and we couldn’t be happier with the results.”*



**Dr. Nichols**  
Nichols Orthodontics

*“Working with the team has been a great experience. They’ve handled so many things that I either do not have the time or expertise to manage myself, and that has made this a truly worthwhile investment. What I appreciate most is that, unlike other situations where bringing someone on actually increases my workload, this partnership has done the opposite. You’ve made processes easier, not harder, and I really value that. Thank you Green House!”*



**Kristen Sherman**  
Sew Vintage

*“Working with Green House on our branding and website was one of the best decisions we made. They helped us create a clear, professional brand that truly reflects who we are, and that consistency shows. Since launching the new site, we’ve had multiple people reach out saying they felt confident contacting us because everything from our logo to our messaging feels aligned. That kind of trust is invaluable, and we owe a lot of it to the Green House.”*



**Creed Richardson**  
Roots Builders

# Sponsors & Partners

Our sponsors and partners provide us with the opportunity to stretch our reach beyond our own networks. In addition to financial donations, these organizations also donate their time and networking efforts to increase the visibility of what we offer at Green House.



HALL FAMILY  
FOUNDATION



**\$78,000**

Donated In 2024



# Notable Recruiters

One of our main objectives is to mentor and assist students in finding employment after Green House. Partnerships and networking via the leaders and mentors have assisted students in landing opportunities at esteemed organizations such as:

**THE** GoodNewsBrand

 **MAZUMA**

 **awardco**

 **gmi INSURANCE**

 **EQUITABLE  
ADVISORS**

 **7thFloor**

 **SALT LAKE  
BEES**

 **COLDWELL BANKER  
BROKERS OF THE VALLEY**

 **crumbl  
cookies**

 **bambooHR**

 **Buckner**

 **Squeeze**

 **UNIVERSITY OF  
HOUSTON**

 **Podium**

 **purple**

 **MTC**

 **BIG  
RED JELLY**

**JOHN A. MARTIN  
ASSOCIATES** 

 **Signals**

 **grow fish**  
DIGITAL MARKETING

 **THE  
UNIVERSITY  
OF UTAH**

 **LIFT**  
AUTO REPAIR MARKETING

 **ADP**

 **REBUS**

 **pattern**

 **FamilySearch**

 **UTAH VALLEY  
UNIVERSITY**

# Skill Building

As part of active client work, students and clients have access to over \$500,000 worth of industry-leading tools.

## Search Engine & Website Optimization



### Reputation Management



### Paid Media



### Client Relationship Management



### Social Media Management



### Creative



### Website Development

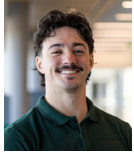


### Outbound Sales



# Student Stories

“The difference between being in class and being at Green House is that in class, you’re learning about marketing, but at Green House, you’re actually applying it in real time for real clients.”



**Jordan Glade**  
LIFT Auto-Repair Marketing

“I’ve seen so much growth in myself since starting at Green House. Looking back, it’s kind of surreal how much has changed. Now, I have a lot more confidence in myself and my abilities—and I go into job interviews feeling sure of who I am and what I’m capable of.”



**Olivia Willis**  
Grow Fish Digital Marketing

“Before, I had no clue how to integrate video production into marketing, but now—thanks to Green House—I am a video producer who speaks marketing, and I am a marketer who speaks video production. This has really helped my freelance work by letting me add value through what I love.”



**Harrison Woodland**  
Woodland Films

“Since working at Green House I’ve been able to maintain connections and build relationships with people that have helped me land as a 21-year-old my dream job.”



**Hailey Mason**  
Trove Brands

Watch Students' Stories  
on our Youtube Chanel





**Grow With Us**



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