



GREEN HOUSE
SALES & MARKETING

Impact Report

2023

UVU WOODBURY
SCHOOL *of* BUSINESS
UTAH VALLEY UNIVERSITY



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Message from the Program Director

Bridging the gap between higher education and real-world business skills and experience holds immense significance, as it represents the transformation of academic knowledge into practical, life-changing wisdom.

Digital marketing jobs are in a constant state of evolution, reflecting the rapid pace of technological advancements and shifts in consumer behavior. In this dynamic field, what was considered cutting-edge yesterday may become obsolete tomorrow. Digital marketers must be agile and adaptive, continuously updating their skill sets to stay relevant. Emerging technologies, such as artificial intelligence, voice search, and augmented reality, are reshaping the landscape, offering new opportunities and challenges.

Furthermore, the proliferation of social media platforms and the changing algorithms of search engines demand that marketers stay vigilant and creative in their strategies. In this ever-changing environment, digital marketing professionals are not just jobholders; they are perpetual learners and innovators, navigating complex terrains where staying ahead of the curve is essential for success.

At UVU, we strive to differentiate ourselves from other institutions by providing our students with a combined education of theory and practice. Through experience, students truly understand how to apply knowledge effectively. Experience is often what distinguishes candidates in the job market, as employers typically prioritize candidates who can demonstrate a track record of successfully applying their skills and knowledge to produce tangible results.

Green House is our differentiator.

Green House is a marketing agency sponsored by Utah Valley University and run by its students. Our approach combines the impact of the largest university in Utah with the resourceful skills of students and industry professionals. By working with active businesses and organizations students are bridging the employment gap with real-world, hands-on skills.

I'm zestfully optimistic about the rapid successful impact we are already realizing with our students and I foresee an even larger footprint of achievement in our pathway to building a sustainable, effective, transformative experience. I thank the university leadership for risking the chance, the community for supporting our mission, and donors for sustaining the vision.



David Przybyla, MBA

Founder, Program Director | Green House Sales & Marketing

Message from the Dean

At UVU, we strive to create value through the deep connections we build with students, professors, and the community. Green House is the essence of connection and delivers high marks on all levels. Students work one-on-one with community businesses, delivering real results while putting into practice the theories they are learning in the school curriculum. I'm very proud of all Green House is accomplishing to give students the engaged learning experience we so highly value in the Woodbury School of Business.



Bob Allen

Dean | Woodbury School of Business | Utah Valley University





Who We Are

Green House was originally built off an idea from a passionate marketing professor, David Przybyla. His goal was to lean into UVU's objective of engaged learning—academic learning facilitated by presenting content and methods within a real-world context. While his vision was evident in his early days at UVU by introducing real client work to his curriculum, Green House Sales & Marketing was formally launched with the support of The Woodbury School of Business in Fall 2022.

Green House provides marketing services to businesses that are typically unable to afford industry agencies. Its approach combines the impact of the largest university in Utah with the resourceful skills of marketing students and industry experts. The unique structure provides crucial industry experience with clients to over 20 paid interns at a time prior to entering the field post-graduation.

Green House has assisted many businesses in the last year alone with improving online marketing presence, fortitude, and community. Its most popular product, the Fertilizer Package, implements the foundational elements for reputation management and Search Engine Optimization (SEO), and includes detailed audits for social and paid media.

Additionally, students from MKTG 4620 enjoy unique hands-on experience from sourcing clients for Green House. Other courses are also engaged based on the needs at Green House and the skills being taught in the course.

In addition to the invaluable experience from client work, students also have unique leadership responsibilities within Green House. This gives students additional competitive edge over other applicants that have yet to gain experience in leading teams or other career development opportunities.

OUR MISSION

Our mission is to provide students with career experience coupled with a college diploma in a sustainable and scalable educational environment.



Leaders

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



David Przybyla, MBA

Digital Marketing Program Director

Founder of Green House, responsible for the strategic direction of the program including products, 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

Mentors

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



Alec Gallego

Dean's Executive in Residence

Focus: people and operations management



Bianca Collings

Dean's Executive in Residence

Focus: people development



Jake Snelson

Dean's Executive in Residence

Focus: reputation management



Jordan Brandon

Dean's Executive in Residence

Focus: paid media



Sierra Nelson

Dean's Executive in Residence

Focus: social media, influencers, and web development

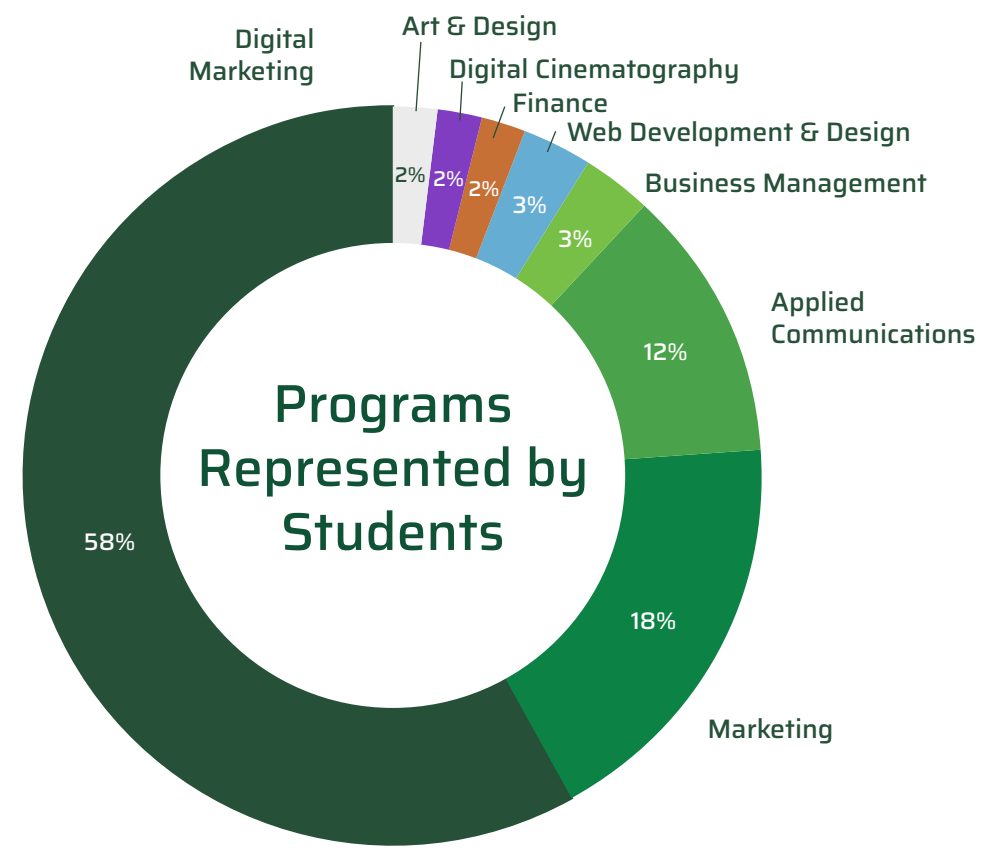
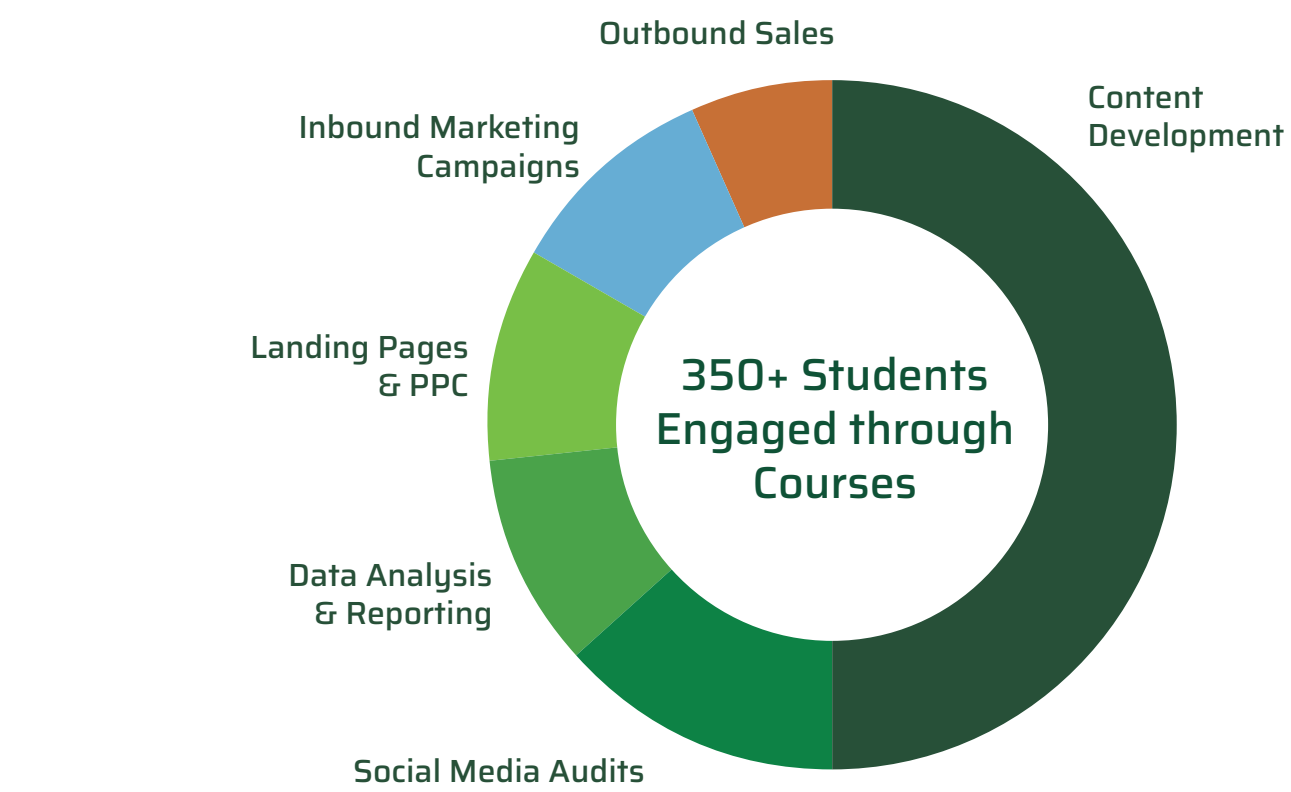
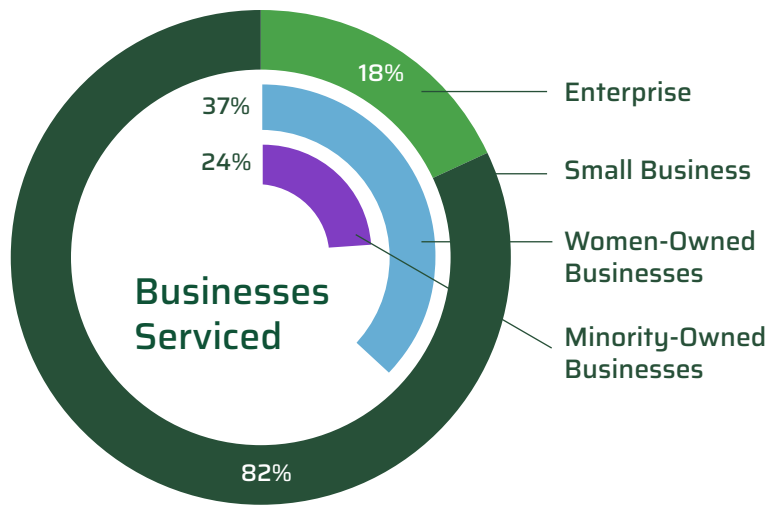
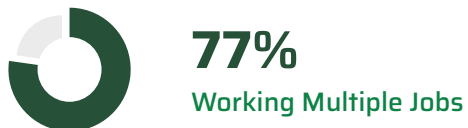
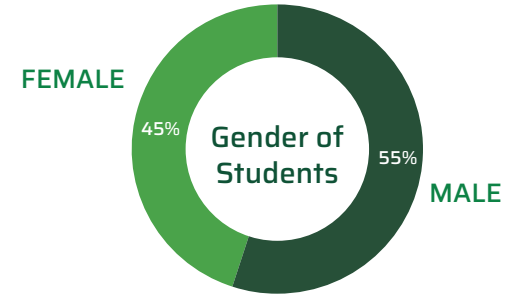


Trent Howard

Dean's Executive in Residence

Focus: Search Engine Optimization

Green House Impact Metrics



Clients

50+

Clients Serviced

\$110,000+

Earned from Client Work



“ Having been in the digital marketing industry for a while, it’s nice to know UVU is building the right foundations for success, when I see too many companies leap before they’re ready to land. Thank you. ”



Greg Johnson
RJM Designs

“ Working with [Green House] exceeded our expectations. Instead of just a list of what we are doing wrong, they jumped right in to make improvements. Our confidence in our online presence has improved significantly. ”



Heather Osmond
Osmond Designs

“ Green House did an incredibly thorough job of researching our current marketing strategy and then laying out solutions that we were able to implement right away. No doubt UVU is building an excellent foundation for marketing student success. ”



Dr. Jacob Burdis
Emmersion

“ I am very impressed with the level of professionalism of these students. This group made it feel like I was working with a real consulting firm. The content on these videos is the best that we have ever had, and we are extremely happy with the level of quality they provided. ”



Matt Potts
UVU Athletics



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.



\$45,000+
Donated from Local Businesses

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:



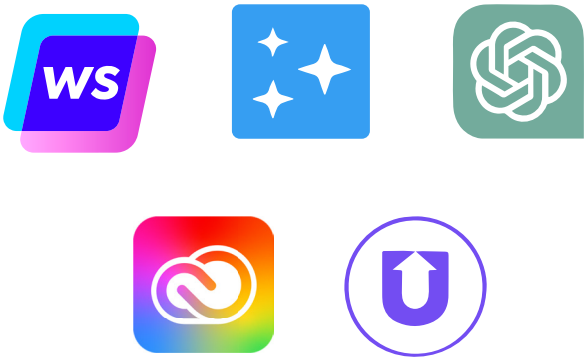
Industry Tools

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

Search Engine & Website Optimization



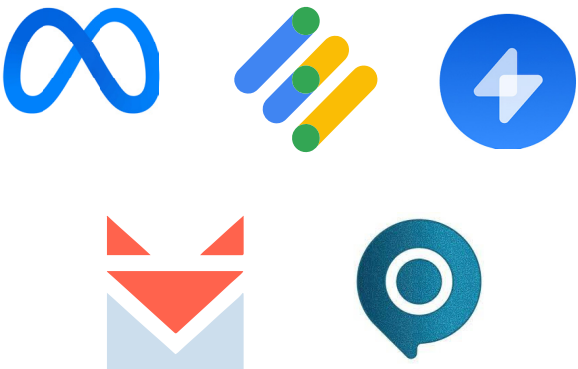
Content Development



Training & Development



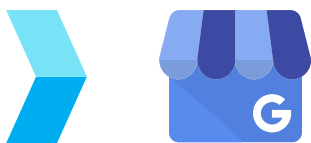
Lead Generation & Paid Media



Client Relationship Management



Reputation Management



Social Media Management



Student Stories

Breaking the generational curse.

As a first-generation student and Latina, it is my mission to end the cycle of just surviving in the United States as a minority. Being the oldest daughter, my parents had one expectation: that I would be married with six kids, working as a manager at Cafe Rio for the rest of my life. While they believed it to be the perfect life for an immigrant, that is not the expectation I had for myself. I wanted the best for myself then and now, and in order to achieve that, I was confident I needed a proper education.

Growing up in Utah, I was faced with the decision between two schools that stood out to me: Brigham Young University and Utah Valley University. The diverse student body at UVU piqued my interest, and I felt that I would fit in well there. During my first two years, my focus was on succeeding academically and securing the necessary funds to pay for tuition. As I approached my final two years, I knew that finding a job in my field of study, digital marketing, was crucial.

Working with genuine clients and completing actual tasks has proven to be far more beneficial than mere simulations in a classroom setting.

I discovered Green House walking by in the Keller Building and walked in one night to introduce myself to Professor Przybyla and Alec Gallego. Though there were not any positions available at the time, they saved my contact information and notified me of an opening the following semester. I was thrilled when I was hired in Spring 2023.

As an intern at Green House, I have gained invaluable experience that has opened my eyes to what I should anticipate upon entering the workforce. Working with genuine clients and completing actual tasks has proven to be far more beneficial than mere simulations in a classroom setting. This hands-on approach has equipped me with the practical skills and knowledge necessary to excel in my future career, and I couldn't be more proud of all I have accomplished here. The curse is officially broken!



Staysy Rubio
First-Generation College Student

From janitor to the 97th Floor.

As I was approaching my senior year at UVU, I was still working as a janitor at a local charter school and knew I needed an internship to start gaining experience in the field. I applied to various places for over four months, but I couldn't land jobs since they were looking for someone with more experience. To me, that seemed counterintuitive since I was applying for internships—that's the experience I was wanting.

Toward the end of my search, I was feeling defeated. I applied for Green House on a whim, and Professor Przybyla called almost immediately. He completely understood my situation, told me more about this new program, and offered me the position on the spot. I happily took him up on it, and I'm so glad I did.

Green House gave me the opportunity to work directly with clients and practice that communication skill.

In my year at Green House, I was able to build my experience in a way I didn't expect. Shortly after starting, I was promoted to the role of project manager, and again shortly after that, I was promoted to be the business development representative. In such a short period, I was able to grow my role enough to quit my job as janitor and focus my time solely on building my experience in the field.

Ultimately, I have Green House to thank for getting my foot in the door where I am now at 97th Floor. Green House gave me the opportunity to work directly with clients and practice that communication skill. For most of the jobs I interviewed for as I prepared for my career after graduation, they were impressed that I had the skill of working directly with clients. I feel like that's probably something that a lot of other internships wouldn't give you the opportunity.

I thank the leaders and mentors at Green House for giving me the opportunity to gain that invaluable experience prior to leaving campus so I didn't graduate as a janitor. I graduated already a digital marketing specialist.



Jake Leavitt
Digital Marketing Specialist





Grow with us



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