

Marketing Portfolio

Strategy, creative development, campaign execution, reporting, and optimization across fiber and fixed wireless marketing.

Rick Stoneking
Manager, Paid Media & Direct Marketing

	October					November				December			
Fort Wayne, IN	1	8	15	22	29	5	12	19	26	3	10	17	24
OTT Video													
Facebook Ads													
Paid Search													
Online Display Ads/Retargeting													
YouTube Video													
Radio													
Television													
DOOH + Display													
Ag Social Programmatic Advertising													
Kalamazoo, MI	1	8	15	22	29	5	12	19	26	3	10	17	24
Facebook Ads													
Paid Search													

Sign up for 100% pure fiber internet with Mercury Fiber.

Call 877-862-3501 today.

Get Mercury Fiber

For a limited time, select plans come with:

- \$400 Prepaid Mastercard® + \$20 Monthly Savings
- Free Activation
- Free Wi-fi 7 Router



FIBER CONSTRUCTION													
ESTIMATED RTS													
region_name	2025-08	2025-09	2025-10	2025-11	2025-12	2026-01	2026-02	2026-03	2026-04	2026-05	2026-06	2026-07	Total
Alexandria													355
Augusta				529	711	368	496						2,104
Duke Lake													5,532
Hamilton	933	978	261										4,944
Jeddo	667	610	141										3,684
Kickapoo	217												217
Magnolia Creek	357	158											516
Maine				318	382								663
Marysville				125	131	938	1,182						2,376
Mount Liberty													953
Michelle	783	641											2,371
APPLE VALLEY_CS_001	208												208
Total	3,065	3,321	2,937	2,117	2,473	13,894	20,744	48,551					
MARKET ACTIVATION													
region_name	distribution_id	daysToRTS	Leads	Planned	LeadsCt								
Hamilton	ANDERSON_H1004	30 Day											
Hamilton	ANDERSON_H1006	30 Day											
Hamilton	ANDERSON_H1014	30 Day											
Hamilton	ANDERSON_H1015	30 Day											
Hamilton	ANDERSON_H1016	30 Day											
Hamilton	OCERO-H1003	30 Day											
Hamilton	OCERO-H1008	30 Day											
Hamilton	OCERO-H1009	30 Day											
Jeddo	KWON.008	30 Day											
Jeddo	KWON.009	30 Day											
Jeddo	KWON.010	30 Day											
Total													

End-to-end marketing ownership

These examples show how I connect market planning, creative development, campaign execution, and performance reporting into one working marketing system.

Plan

Identify markets, timing, audiences and channels.

Create

Develop messaging, creative, offers and campaign assets.

Execute

Coordinate vendors, platforms, files, timing and delivery.

Measure

Track calls, QR scans, leads, customers, costs and ROI.

Optimize

Use results to refine future campaigns and investment.

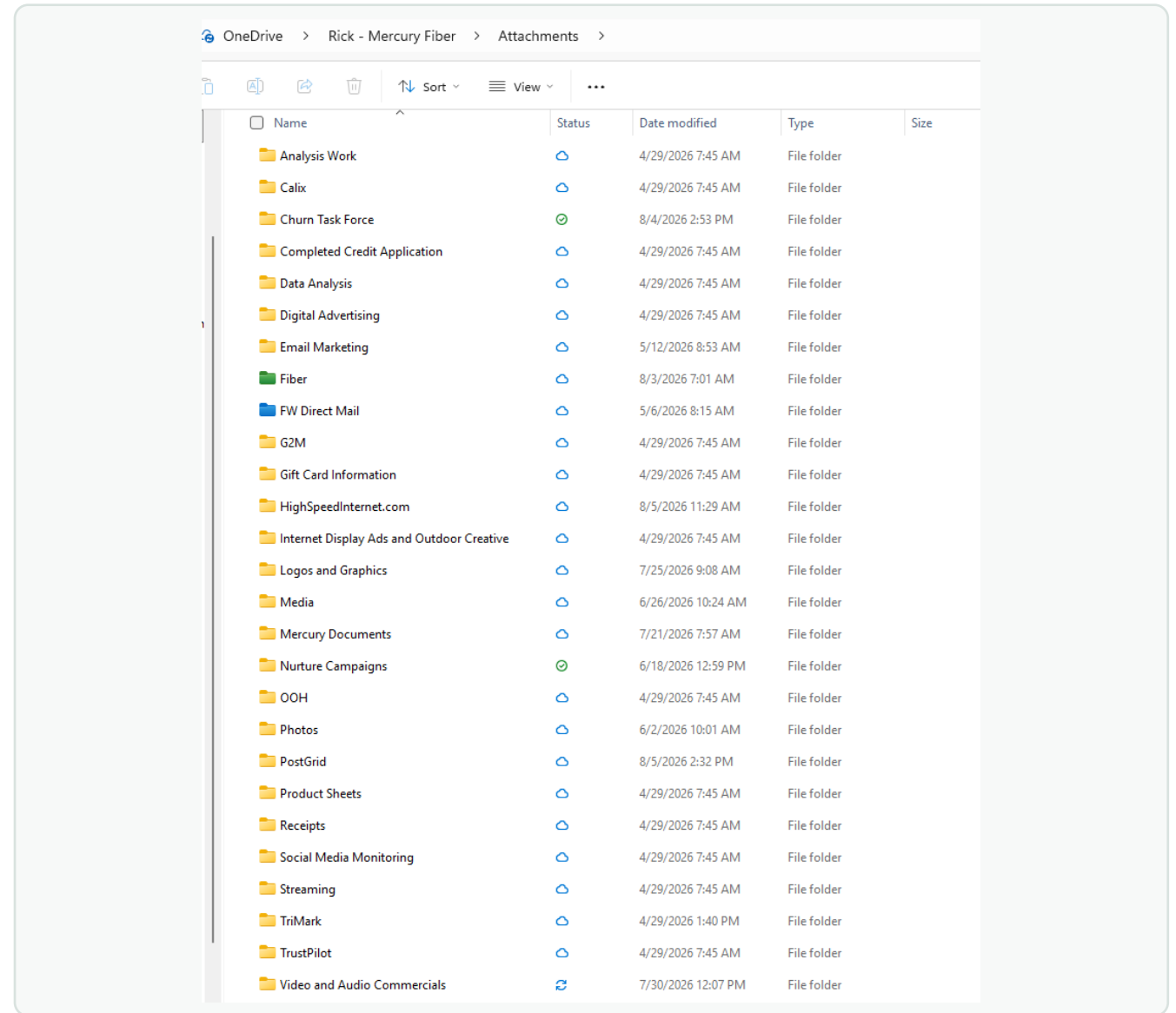
Portfolio sections: workflow, planning, data, direct mail, email, out-of-home, and video/storytelling.

Project scope & organization

Manage a broad portfolio of marketing projects across daily, weekly and long-term priorities.

My role

- Coordinate work across direct mail, digital advertising, email, fiber launches, media, creative assets and reporting.
- Maintain organized project files so assets, data and historical work can be quickly located and reused.
- Balance recurring campaign work with one-off requests, vendor needs and time-sensitive launches.



Example project folders showing the scope and variety of active marketing work.

Integrated media planning

Develop market-level media plans that coordinate digital and traditional channels around business priorities.

My role

- Plan timing across paid search, paid social, YouTube, display, OTT, television, radio, out-of-home, programmatic and direct mail.
- Map channels by market and campaign period to create a unified plan rather than isolated tactics.
- Use channel timing and media mix to support market launches, promotions and customer acquisition goals.

4Q 2023 Media Spend Calendar																
	October					November				December				Cost		
Ann Arbor, MI	1	8	15	22	29	5	12	19	26	3	10	17	24			
OTT Video																
Facebook Ads																
Paid Search																
Online Display Ads/Retargeting																
YouTube Video																
Radio																
Television																
DOOH + Display																
Ag Social Programmatic Advertising																
Fort Wayne, IN	1	8	15	22	29	5	12	19	26	3	10	17	24			
OTT Video																
Facebook Ads																
Paid Search																
Online Display Ads/Retargeting																
YouTube Video																
Radio																
Television																
DOOH + Display																
Ag Social Programmatic Advertising																
Kalamazoo, MI	1	8	15	22	29	5	12	19	26	3	10	17	24			
Facebook Ads																
Paid Search																
Online Display Ads/Retargeting																
YouTube Video																
Radio																
Television																
DOOH + Display																
Ag Social Programmatic Advertising																
Direct Mail - Fiber																
St. Joseph, MO	1	8	15	22	29	5	12	19	26	3	10	17	24			
Facebook Ads																
Paid Search																
Online Display Ads/Retargeting																

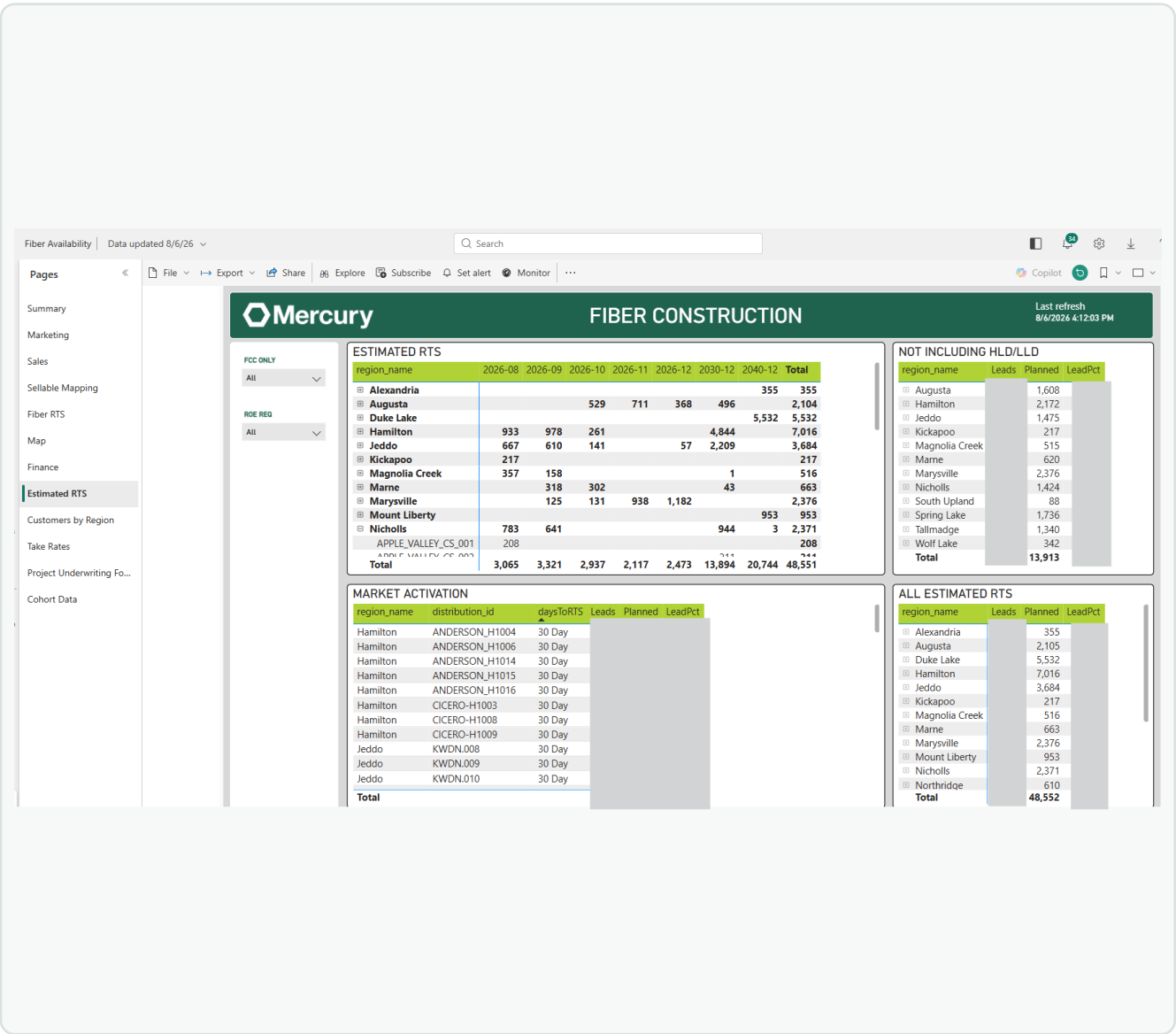
Market-level media calendar across digital and traditional channels.

Fiber readiness planning

Use Power BI reporting to track upcoming fiber construction and estimated ready-for-service timing by market.

My role

- Monitor market readiness, construction timing and planned service areas to inform campaign timing.
- Coordinate marketing activity around when addresses are expected to become available for service.
- Use operational data to make marketing more timely, relevant and efficient.



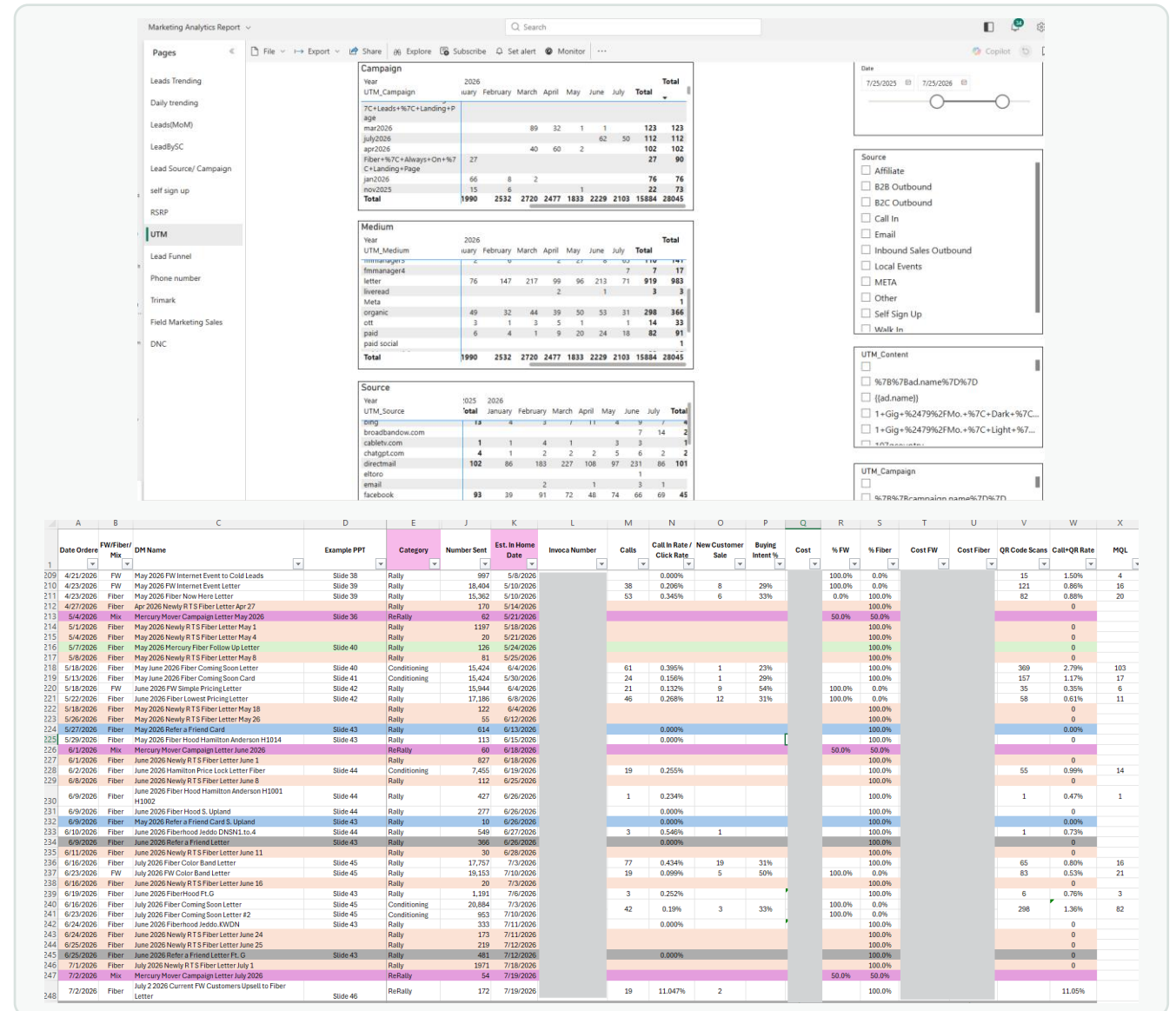
Power BI reporting used to align marketing activity with fiber construction and service readiness.

Campaign response & attribution

Use reporting dashboards and campaign trackers to evaluate response, attribution and marketing performance.

My role

- Regularly review Power BI dashboards for lead generation, UTM performance and channel trends.
- Maintain direct marketing tracking to monitor in-home dates, response rates, QR scans, calls, leads and new customers.
- Use results to evaluate what is working and guide future campaign decisions.



Power BI reporting paired with direct marketing campaign tracking.

Out-of-home media management

Manage outdoor advertising across multiple markets, media partners, locations and flight dates.

My role

- Track active and future OOH placements by vendor, market, creative, board number, dates and geography.
- Identify future opportunities based on fiber expansion, audience reach and market priorities.
- Coordinate creative changes and vendor details to keep campaigns accurate and on schedule.

A	B	C	D	E	F	G	H	I	J	K
Company	Build/Area	SC	Panel#	Lat/Long	Creative	Start	End	Investme	First Mor	Days First Mor
LAMAR	Jasper, San Pierre	PLY	6785	41.055954, -86.886484	Lamar 10.644 x 22.894 Building Stronger Connections	4/29/2026	7/21/2026		Apr-26	2
LAMAR	Jeddo/Ft. Gratiot	FLT	6231	43.11344, -82.49258	Lamar 10.644" x 22.894" 100% Fiber	5/11/2026	8/2/2026		May-26	21
LAMAR	South Upland	MUN	6071	40.450546, -85.398493	Lamar 10.644" x 22.894" 100% Fiber/Service	7/8/2026	9/29/2026		Jul-26	24
LAMAR	Knox (Cluver, San Pierre)	PLY	3665	41.298512, -86.623383	Lamar 10.644" x 22.894" 100% Fiber/Service	7/20/2026	9/13/2026		Jul-26	12
LAMAR	Jasper, San Pierre	PLY	6785	41.055954, -86.886484	Lamar 10.644" x 22.894" 100% Fiber/Service	7/22/2026	8/18/2026		Jul-26	10
LAMAR	Jeddo/Ft. Gratiot	FLT	6221	43.10296, -82.48751	Lamar 10.644" x 22.894" 100% Fiber/Service	8/3/2026	8/30/2026		Aug-26	28
LAMAR	Jasper, San Pierre	PLY	6785	41.055954, -86.886484	Lamar 10.644" x 22.894" 100% Fiber/Service	8/19/2026	9/8/2026		Aug-26	13
LAMAR	Jeddo/Ft. Gratiot	FLT	9034	43.049635, -82.456905	Lamar 400px x 840px Fiber/Service	9/7/2026	9/20/2026		Mar-26	16
REAGAN	Hamilton (Elwood)	MUN	8654	40.10687813, -86.01346225	Regan 10'5x22'8 FiberService	8/3/2026	10/18/2026		Aug-26	29
REAGAN	Hamilton (Elwood)	MUN	8630	40.07560447, -85.9808144	Regan 10'5x22'8 FiberService	10/19/2026	12/27/2026		Oct-26	13
ADAMS	Schoolcraft	KMZ	K478	42.134201, -85.636851	Adams 24.5"x7.5" 100% Fiber/Service	6/29/2026	9/27/2026		Jun-26	2
ADAMS	Augusta	AA	40091	41.956903, -83.377774	Adams 5.187"x11.313" Fiber/Service	8/3/2026	1/3/2027		Aug-26	29
LIND	Nicholls	COL	KNO-010-TN	40.4207, -82.46017	Mercury Outdoor Lind 22.58x10.33 Cable	6/1/2026	6/28/2026		Jun-26	28
LIND	Nicholls	COL	KNO-012-BW	40.41117, -82.39794		6/29/2026	8/9/2026		Jun-26	2
LIND	Nicholls	COL	KNO-013-BS	40.4252, -82.45496		8/10/2026	9/6/2026		Aug-26	22
OUTFRONT	Marne	GR	5073-1	43.033083, -85.813133	Outfront 10.417" x 22.667" Fiber/Service	8/17/2026	12/6/2026		Aug-26	15
OUTFRONT	Tatmadge	GR	5052	42.972683, -85.871807		8/17/2026	12/6/2026		Aug-26	15
FUTURE OOH POSSIBILITIES										
ADAMS	Duke Lake	FLT	681	42.617115, -83.615568	Avail 10/26					
ADAMS	Richland	KMZ	30038	42.288973, -85.440902	Avail Aug and Sep 2026					
ADAMS	Richland	KMZ	30039	42.288973, -85.440902	Avail Aug and Sep 2026					
JR	Hamilton/Anderson	MUN	69213.45-EN	39.9916, -85.8622						
JR	Hamilton/Anderson	MUN	69213.45-ES	39.9916, -85.8622						
JR	Hamilton/Anderson	MUN	3298.30-SW	40.1013, -85.7915						
OUTFRONT	Hamilton/Anderson	MUN	29331B Digital	40.051687, -85.661628						
REAGAN	Hamilton (Elwood)	MUN	8630	40.07560447, -85.9808144	Regan 10'5x22'8 Customers Love Our Fiber	5/4/2026	7/26/2026		May-26	28
ADAMS	Schoolcraft	KMZ	K478	42.134201, -85.636851	Adams 24.5"x7.5" 100% Fiber	4/6/2026	6/28/2026		Apr-26	25
OUTFRONT	Culver, Knox	PLY	6202	41.180444, -86.601805	Outfront 16.5 x 9.875 Customers Love Our Fiber	4/20/2026	7/12/2026		Apr-26	11
LAMAR	Jeddo/Ft. Gratiot	FLT	6202	43.14546, -82.501755	Lamar 10.644" x 22.894" 100% Fiber #2	6/8/2026	7/5/2026		Jun-26	23
LAMAR	South Upland	MUN	6071	40.450546, -85.398493	Lamar 10.644" x 22.894" 100% Fiber	4/15/2026	7/7/2026		Apr-26	16
LAMAR	Gas City	MUN	9330	40.509613, -85.550062	Lamar 6.5"x22.5" 100% Fiber	4/15/2026	7/7/2026		Apr-26	16
LAMAR	Knox (Cluver, San Pierre)	PLY	3665	41.298512, -86.623383	Lamar 10.644 x 22.894 Building Stronger Connections	3/30/2026	6/21/2026		Mar-26	2

OOH tracking across vendors, placements, creative and markets.

Fiber availability campaigns

Develop, design and execute targeted direct mail for newly eligible fiber addresses and upgrade opportunities.

My role

- Shape the campaign concept, offer and audience based on market status and customer type.
- Write and organize messaging that clearly communicates availability, pricing, benefits and next steps.
- Coordinate personalization, QR codes, phone tracking, production details and performance review.



Direct mail letters for new fiber availability and customer upgrade campaigns.

Seasonal acquisition creative

Use timely creative themes to make fiber offers feel relevant, local and easy to act on.

My role

- Develop seasonal direct mail concepts that connect fiber benefits to what households are thinking about at that moment.
- Balance promotional urgency with brand voice, local service messaging and a clear call to action.
- Execute sends with tracked phone numbers and QR codes to measure response.



Mercury Gets High Marks for Local Service

Fast fiber. Local people. Service you can count on.

Dear Neighbor,

This back-to-school season, give your household an internet connection that can keep up with everything happening at home.

Mercury Fiber delivers fast, reliable internet for homework, video calls, streaming, gaming, and all the devices your family uses every day. As a local provider, we offer service from a team that understands and cares about the communities we serve.

Mercury makes the grade with:

- ✓ 100% FIBER INTERNET
- ✓ NO SURPRISE TAXES OR FEES
- ✓ NO CONTRACT
- ✓ 3-YEAR PRICE GUARANTEE
- ✓ LOCAL SERVICE AND SUPPORT

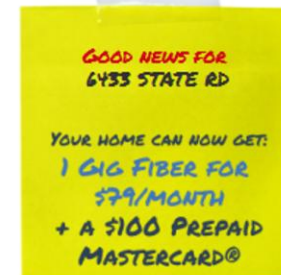
Make the switch to Mercury Fiber and enjoy a better, ultra-fast connection backed by service that is closer to home.

Call [redacted] scan the QR code, or visit mercuryfiber.com to get connected.

Sincerely,
The Mercury Fiber Team



Limited-time offer. Pricing and/or promotions may change or end at any time and are only valid while active. Contact us to confirm current availability. Offer available to new residential customers only. Any referenced pricing assumes an autopay discount of \$5/month. Mercury "Best in Class" and "A+" designations are based on publicly available third-party customer satisfaction data and comparable industry benchmarks. Card is issued by Pathward®, N.A., Member FDIC, pursuant to license by Mastercard International Incorporated.



SCAN TO GET CONNECTED



Back-to-school themed fiber acquisition direct mail.

FiberHood & referral activation

Develop localized postcard campaigns that build neighborhood momentum and encourage referrals.

My role

- Use market-specific messaging, maps and neighborhood proof points to show that fiber is available nearby.
- Create referral campaigns that turn customer relationships into new lead opportunities.
- Combine print, QR codes, local URLs and tracked phone numbers to connect offline response to digital action.



Localized FiberHood postcard and neighbor referral campaign.

Lifecycle & nurture campaigns

Develop email campaigns that support the customer journey from early awareness to fiber availability and conversion.

My role

- Build and deploy segmented email campaigns and automated journeys in Mailchimp.
- Support fiber coming soon waitlists, service-availability announcements and customer conversion campaigns.
- Use email as part of a broader acquisition and lifecycle marketing strategy.



MercuryFiber

Your home is now eligible!
Sign up for 100% pure fiber internet with
Mercury Fiber.
Call **877-862-3501** today.

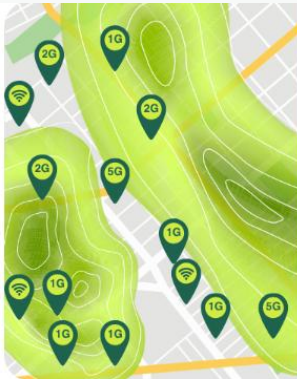
[Get Mercury Fiber](#)

For a limited time, select plans come with:

- \$400 Prepaid Mastercard® + \$20 Monthly Savings
- Free Activation
- Free Wi-fi 7 Router



Why switch to Mercury Fiber?



MercuryFiber

Fiber Forecast

Faster Speeds
are moving into
your area soon.

Mercury Fiber is preparing to bring fast fiber internet to more homes in your area. As work moves forward, you may see crews, utility markings, or construction activity nearby.

The best way to stay ahead of the forecast is to join the waitlist. We'll let you know when service is available at your address, and you'll be entered for a chance to win a year of Mercury Fiber on us.

[Join the Wait List](#)

Coming Soon: Mercury Fiber

1. Check your address at MercuryFiber.com
2. Join the waitlist for a chance to win a year of fiber on us
3. Get notified when Mercury Fiber is available

Fiber availability and coming-soon email campaigns.

Video concept & script development

Write and develop video concepts that translate internet service into human moments rather than only product claims.

My role

- Developed the 30-second ad concept and script structure.
- Mapped visual direction to the emotional promise of reliable home internet.
- Wrote the VO to connect service to work, school, family time and everyday life.
- Provided creative direction for pacing, visuals and brand close.



**“Life doesn’t slow down...
and the connections that matter don’t wait.”**

Scripted as a simple everyday-life story: work, school, family time and steady connection.

30-second fixed wireless ad: “The Moments That Matter”

Video file used to represent the final creative; script and visual direction are included as part of the portfolio example.



Embedded video

What this work shows

I manage marketing as a complete system, not a collection of one-off tactics.

Line	Example PPT	Category	Revenue Start	Est. Revenue End	Revenue Number	Cable	Cable Rate	Non-Customer Rate	Repeat Revenue	Cost	%W	%Fltr	Cost %W	Cost/Fltr	GR Cost	
1	1st Floor Resident East Lobby	Room 30	Italy	10/1/2000	10/31/2000	1						100.0%	0.0%			
2	2nd Floor Resident East Lobby	Room 30	Italy	10/1/2000	10/31/2000	2						100.0%	0.0%			
3	3rd Floor Resident East Lobby	Room 30	Italy	10/1/2000	10/31/2000	3						100.0%	0.0%			
4	4th Floor Resident East Lobby	Room 30	Italy	10/1/2000	10/31/2000	4						100.0%	0.0%			
5	5th Floor Resident East Lobby	Room 30	Italy	10/1/2000	10/31/2000	5						100.0%	0.0%			
6	6th Floor Resident East Lobby	Room 30	Italy	10/1/2000	10/31/2000	6						100.0%	0.0%			
7	7th Floor Resident East Lobby	Room 30	Italy	10/1/2000	10/31/2000	7						100.0%	0.0%			
8	8th Floor Resident East Lobby	Room 30	Italy	10/1/2000	10/31/2000	8						100.0%	0.0%			
9	9th Floor Resident East Lobby	Room 30	Italy	10/1/2000	10/31/2000	9						100.0%	0.0%			
10	10th Floor Resident East Lobby	Room 30	Italy	10/1/2000	10/31/2000	10						100.0%	0.0%			
11	11th Floor Resident East Lobby	Room 30	Italy	10/1/2000	10/31/2000	11						100.0%	0.0%			
12	12th Floor Resident East Lobby	Room 30	Italy	10/1/2000	10/31/2000	12						100.0%	0.0%			
13	13th Floor Resident East Lobby	Room 30	Italy	10/1/2000	10/31/2000	13						100.0%	0.0%			
14	14th Floor Resident East Lobby	Room 30	Italy	10/1/2000	10/31/2000	14						100.0%	0.0%			
15	15th Floor Resident East Lobby	Room 30	Italy	10/1/2000	10/31/2000	15						100.0%	0.0%			
16	16th Floor Resident East Lobby	Room 30	Italy	10/1/2000	10/31/2000	16						100.0%	0.0%			
17	17th Floor Resident East Lobby	Room 30	Italy	10/1/2000	10/31/2000	17						100.0%	0.0%			
18	18th Floor Resident East Lobby	Room 30	Italy	10/1/2000	10/31/2000	18						100.0%	0.0%			
19	19th Floor Resident East Lobby	Room 30	Italy	10/1/2000	10/31/2000	19						100.0%	0.0%			
20	20th Floor Resident East Lobby	Room 30	Italy	10/1/2000	10/31/2000	20						100.0%	0.0%			
21	21st Floor Resident East Lobby	Room 30	Italy	10/1/2000	10/31/2000	21						100.0%	0.0%			
22	22nd Floor Resident East Lobby	Room 30	Italy	10/1/2000	10/31/2000	22						100.0%	0.0%			
23	23rd Floor Resident East Lobby	Room 30	Italy	10/1/2000	10/31/2000	23						100.0%	0.0%			
24	24th Floor Resident East Lobby	Room 30	Italy	10/1/2000	10/31/2000	24						100.0%	0.0%			
25	25th Floor Resident East Lobby	Room 30	Italy	10/1/2000	10/31/2000	25						100.0%	0.0%			
26	26th Floor Resident East Lobby	Room 30	Italy	10/1/2000	10/31/2000	26						100.0%	0.0%			
27	27th Floor Resident East Lobby	Room 30	Italy	10/1/2000	10/31/2000	27						100.0%	0.0%			
28	28th Floor Resident East Lobby	Room 30	Italy	10/1/2000	10/31/2000	28						100.0%	0.0%			
29	29th Floor Resident East Lobby	Room 30	Italy	10/1/2000	10/31/2000	29						100.0%	0.0%			
30	30th Floor Resident East Lobby	Room 30	Italy	10/1/2000	10/31/2000	30						100.0%	0.0%			
31	31st Floor Resident East Lobby	Room 30	Italy	10/1/2000	10/31/2000	31						100.0%	0.0%			
32	32nd Floor Resident East Lobby	Room 30	Italy	10/1/2000	10/31/2000	32						100.0%	0.0%			

Strategy

Plan campaigns around markets, customer stage, service readiness and business goals.

Execution

Write, design, coordinate and launch direct mail, email, OOH, media and creative work.

Measurement

Use dashboards, trackers and campaign data to evaluate performance.

Optimization

Apply what the data shows to improve the next campaign.



For a limited time, select plans come with:

- \$400 Prepaid Mastercard® + \$20 Monthly Savings
- Free Activation
- Free Wi-fi 7 Router

