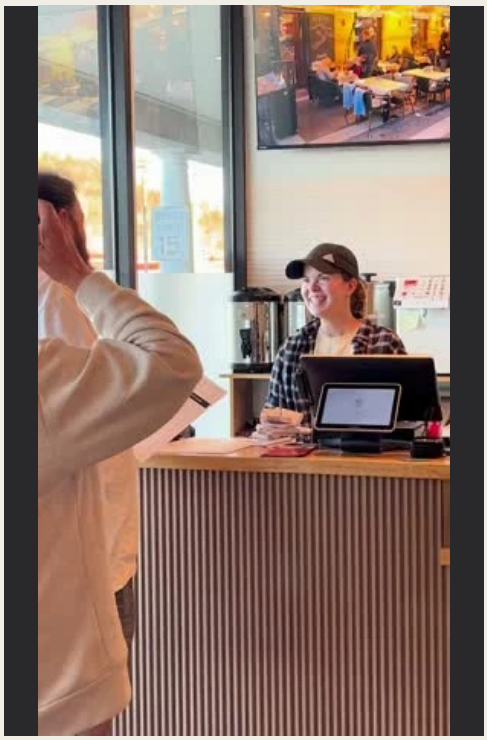
HIGH SU / ADVERTISEMENT + ACADEMIC GROUP CAMPAIGN

A place at the table.

A restaurant ad that I took from the idea to the finished 31-second film.



Promotion (Print)

Make the invitation feel personal.

The film gives the campaign a person, a setting and a reason to pay attention. The group's print and social work extends the idea into other formats.

Left: my film. Above: campaign artwork from the four-person team.

What I did.

I handled the concept and script. I also filmed and edited the ad and appeared on camera.

The wider work.

Audience positioning, sample print promotions and social concepts were part of a four-person academic campaign.

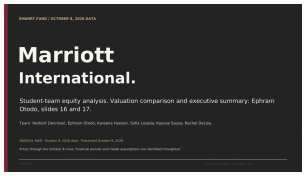
> **Video:** Ephram Otodo. **Campaign deck:** academic group project.

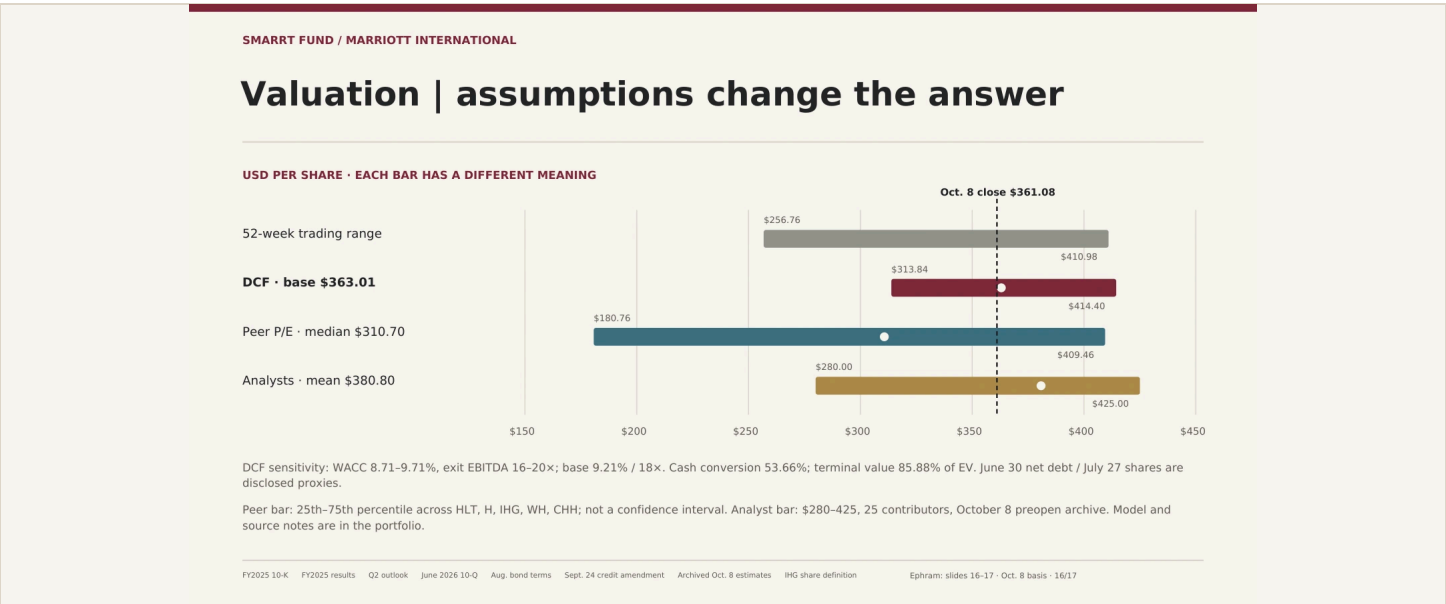
What this shows: taking a promotional idea through production, and connecting a film to a broader marketing plan.

MARRIOTT INTERNATIONAL / SMARRT FUND / OCTOBER 8, 2026 DATA

Price the business. Explain the decision.

My assignments: executive summary and football-field valuation comparison within a student-team investment case.





Slide 16: valuation comparison, using October 8, 2026 information.

DCF SENSITIVITY	PEER P/E IQR	OCTOBER 8 CLOSE
$313.84–$414.40	**$180.76–$409.46**	**$361.08**

DCF base: **$363.01**. Peer median: **$310.70**. Model sensitivity and peer dispersion are different measures; neither is a confidence interval.

CONCLUSION / SLIDE 17

Watchlist: valuation support is mixed.

Conditional entry: $345 or less with an 8% planned stop at $317.40. Upside to the DCF base: 5.22%, or 0.65× planned risk. Stops do not guarantee a maximum loss.

> Student-team research. My assignments were slides 16–17. DCF assumes 9.21% WACC and an 18× exit multiple; June 30 net debt and July 27 shares are disclosed proxies. Full methods are in the digital case. No trade or return is claimed.

SALES / FIELD LEADERSHIP / REMOTE TEAMS

From the first knock.

First I had to start the conversation. Then I had to help other people get better at it.

300+	9	$4.5M
Personal fiber closes	Reps recruited and led	2025 team revenue

2023

Learn at the door.

Pest-control sales through YNR, selling Hawx services.

2024

Recruit a team.

Nine representatives recruited and led. Fiber work began with YNR in August.

2025

Move into management.

The team produced $4.5 million while I helped lead the group. Added Halieus fiber work and remote appointment setting with Killer Closers and Prodigy.

2026

Apply it in more places.

Field-team management, Barker digital advertising, marketing and logistics, and my own sales-workflow app.

Put the lesson into words.

My 59-second @sellwithephram whiteboard talk is in the digital timeline.

April 12, 2026 · own account.

> Personal sales, recruiting and team revenue are separate results. The video is a communication sample, not a claim of campaign performance.

ENACTUS / CAMPUS PROMOTION / WRITING & EDITING

Shoot your shot.

A frame from the final graded edit with sound · 1 minute 39 seconds.

A basketball practice becomes the setup for a business-pitch competition.

The concept.

Use “shoot your shot” as the connection between a familiar sports moment and the invitation to share a business idea.

The invitation includes both students pitching and friends coming to vote.

My contribution.

I wrote the commercial and edited all the clips. Noah Sturges did the camera work.

The script received a mainly aesthetic revision. Writing and editing remain my work.

FROM EVENT TO PROMOTION

Give people a reason to show up.

I organized the November 2023 Enactus event and created a promotional film with a story people could follow.

Writing and editing: Ephram Otodo. **Camera:** Noah Sturges. Digital portfolio includes the final graded 1-minute-39-second commercial with sound and a screenplay excerpt.

PERSONAL PROJECTS / PRODUCT DIRECTION WITH AI

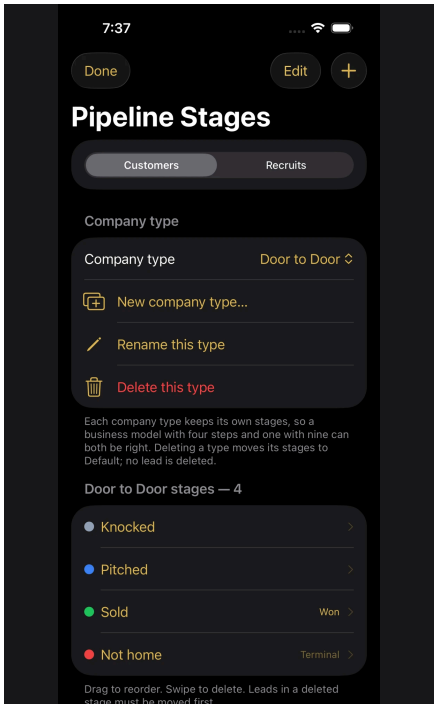
Tools shaped around the work.

I define the workflow, use AI to help implement it, then review the result against what I need it to do.

McScrooge Terminal

Company information and valuation views for investment research. A personal workstation connected to my SMARRT work.

Interface capture: October 8, 2026. Public company data is dated on the screen.



OBSDN · archived simulator interface, August 2026.

OBSDN

A sales process that can fit door-to-door and remote work. The project also includes AI-assisted sales-practice development.

BAYMAX

A personal health-record and workflow project relevant to health administration. I direct the product and review its AI-assisted implementation. The digital case uses empty demo records.

01 Identify the problem.

02 Define the workflow.

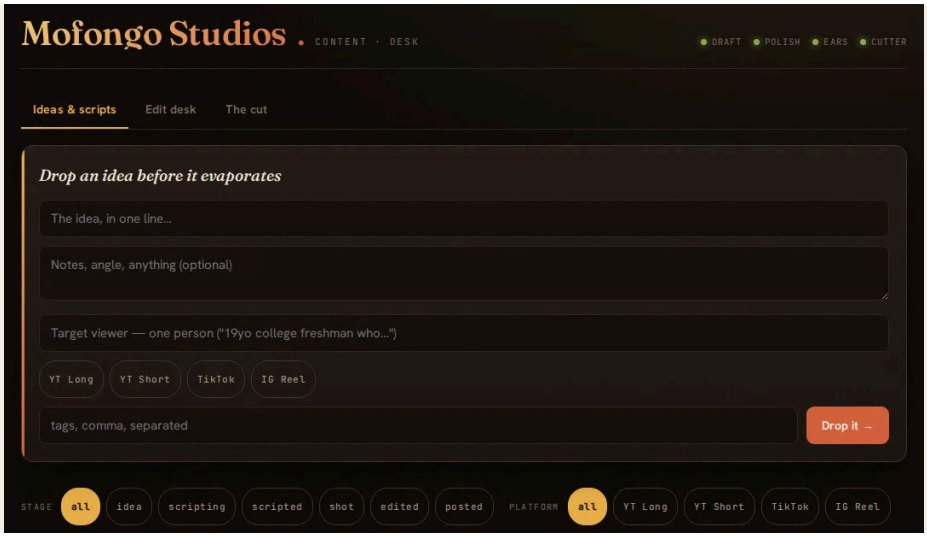
03 Use AI to implement.

04 Review and revise.

> My role: product direction and workflow design. Implementation is AI-assisted. Screens show dated interfaces. Mofongo Studios organizes audience choices and production steps in a content brief. No current AI-model performance or investment recommendation is claimed.

MOFONGO STUDIOS / CONTENT PLANNING / AI-ASSISTED PRODUCT DIRECTION

Start with the brief.



Archived prototype recorded September 2, 2026. Idea brief and production workflow.

Keep the audience and platform choices close to the idea before production starts.

The workflow.

Capture the idea, name the target viewer and consider the platform. The archived interface places those choices beside the stages of production.

My contribution.

Product direction, workflow design and visual review. Implementation is AI-assisted.

FROM MARKETING WORK TO PRODUCT THINKING

Give the decisions a place to live.

My High Su ad and Shoot Your Shot film inform the process I'm designing. Those films are separate work samples, rather than Mofongo exports.

> Personal project. This archived prototype demonstrates content organization and interface decisions; it does not demonstrate automated editing, video export or current app operation.

BARKER STORAGES / DIGITAL ADVERTISING, MARKETING & LOGISTICS

From interest to the next step.

Company website preview, October 8. Property imagery is an artist's rendition.

What I've contributed.

Digital Advertising, Marketing & Logistics · July 2026–Present. Competitor information gathered and delivered to the business.

What I'm working on.

Helping develop the website and logistics around the customer experience, from initial interest to the next step.

Open the current Barker website ↗

PLANNED / DIGITAL WEALTH ARCHITECT

Digital Wealth Architect.

Planning organic lead generation and affiliate-sales work with Oriana, including lead qualification and team follow-through.

In development. No launch or client results are claimed.

> The Barker site gives context to the operation. My contribution covers marketing and competitor research, with logistics development; the company's site artwork is not presented as my own design.