I have had the pleasure of working with Christopher Wikel for over a year at the Marketing Department of Rogue Community College. Christopher came on board to assist with a marketing campaign to support the launch of RCC’s new athletics program, the RCC Ospreys. His first project was a promotional sports video for the soccer team that became a viral hit on the Internet – eventually winning RCC a Medallion award from NCMPR, the National Council for Marketing and Public Relations.

Christopher has produced many other excellent video projects since then. He led the production of a series of videos for the SPEARS awards, which were shown at an annual community service awards benefit. He storyboarded, scripted, and did voice acting for an animated series (created in Adobe After Effects) supporting our Holland Code career quiz. Awareness of this Holland Code system has been mandated by RCC administration as a critical part of our marketing department 5-year plan and the seven short commercials he created are just beginning to roll out. So far they have performed admirably on Spectrum media channels, garnering a 70% viewer completion rate. They will continue to be an important part of this campaign over the next year.

Christopher came up with the concept for a large marketing campaign still in development called “Rogue Community.” This series of interviews highlights a cross-section of individuals at RCC, including the president, faculty, staff, and students. Each individual interview consists of a short video, photo and quote. The media will be distributed over a variety of platforms, including social media, the website, and a blog. This has been a long term assignment that has taken a year to schedule and coordinate and Christopher has produced all of the content pieces for the campaign. It supports another major mandated marketing objective – to “tell the RCC story”. This series will be rolled out over the next year.

In spite of his success in the field of video, photography may be Christopher’s first love, and he has done amazing work for RCC, photographing events as well as producing images for billboards, magazines and major marketing collateral. His capstone project for me in Spring involved a five-day photo shoot covering three RCC campuses and two off-campus shoots with Fire District 3 and Mercy Flights. All images for the upcoming RCC course catalog, viewbook, and career guides were created by Christopher as well as many billboards. His excellence as a photographer is not only a matter of technical skill with the equipment, but also the result of his professionalism with clients. He is able to make his subjects feel open and comfortable during a shoot and get the best from his models.

Christopher shines in front of the camera, as well as behind the scenes. He has been an excellent representative for the college in a myriad of ways. He was one of the three models and representatives for a new app, Rogue Connect, which arrived at RCC last Fall. He helped create and roll out the campaign which led to one of the most successful installations of the app that the parent company, Oohlala had ever seen. This social app has been an important communications tool and proved its worth immediately, helping the school to get information to and support students during the difficult time of the UCC shooting and subsequent RCC bomb threat. Though the app was still brand new, we had 10x the interaction with students on the app than we saw on Facebook during those events.

Christopher has worked hard at all levels to make RCC a better place for students. He was a major force in the student government as the Director of Activities, a teaching assistant, and also provided free tutoring for students in several subject areas, including photography. He is an excellent strategist who is helpful, engaging, and motivates his co-workers to become involved in the process. I recommend him highly as both a student and professional.

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