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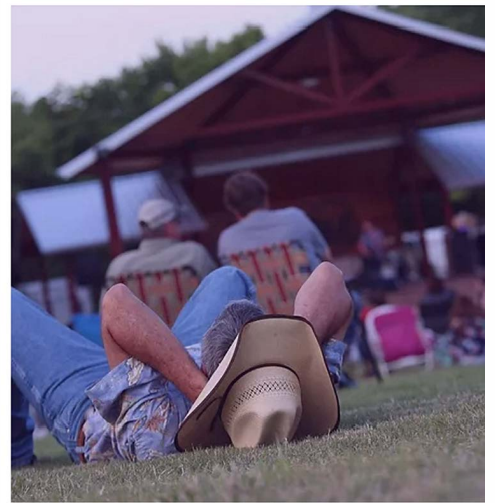
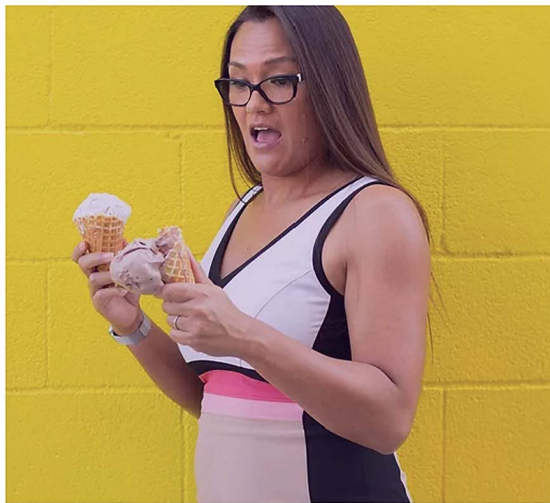
ROXO

TCU STUDENT AD + PR AGENCY



Our Work.





GRAPHIC DESIGN
FW HOPE CENTER

SOCIAL MEDIA
KATOURS

TOURISM CAMPAIGN
EXPERIENCE WEATHERFORD

MORE OF OUR WORK

About Us.





Roxo is Texas Christian University's student run advertising and public relations agency located in the Bob Schieffer College of Communication. Since 2011, Roxo student agency has served nearly 100 businesses and organizations across North Texas, winning numerous awards for its creative agency work and innovative strategies. Over 200 students have worked as Roxstars for the student run agency, gaining industry experience, portfolio pieces, and hands-on experience that goes far beyond the classroom.

[In The News](#)

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Our Services.

Hand over the reins. We've got this, y'all.

CREATIVE

GRAPHIC
DESIGN

PUBLIC
RELATIONS

EVENT
PLANNING

STRATEGY

COPYWRITING

SOCIAL
MEDIA

RESEARCH

WEB
DESIGN

MEDIA
PLANNING



BOB SCHIEFFER
COLLEGE OF COMMUNICATION



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Our Team.





Faculty Advisors.



Sarah Angle

Roxo Role:

Zen teacher, soothsayer, and creativity incubator.

What made you want to work at TCU?

Well, purple has always been my favorite color. And TCU is the very best place to live, work, and play.

What made you want to get involved with Roxo?

The opportunity to work with students and create amazing campaigns that impact our community and world in life-changing ways.

Fun fact:

I guest starred in a wine reality television show last year. Yeah.

What is your favorite advertising or public relations campaign and why?

The Dove Campaign for Real Beauty. It took a creative and social risk and empowered conversation about female body image.



Russell Mack

Roxo Role: I try to make sure nobody uses a comma when a semicolon would work better.

What made you want to work at TCU?

All through my career as a professional communicator, I always hoped one day to teach to students all the stuff I'd learned. When the time came and I saw how great TCU's communication program is, I wanted to be part of it. Also, I like purple.

What made you want to get involved with Roxo?

The office is right near the elevator, which is really convenient. Seriously, I love these students and admire how smart and dedicated they are, and it's a joy to help them. If I were a client, I'd sure as heck hire Roxo.

Fun fact:

When I worked on Capitol Hill, I once brought a live skunk to the U.S. Senate. I'm not making that up, I swear. Long story.

What is your favorite advertising or public relations campaign and why?

Dos Equis "Most Interesting Man in the World" (I wanted to be that guy, and if drinking their beer would make that happen, I was willing to try it). Allstate "Mayhem" (It reminds you why you need insurance). President Reagan "Morning in America" (Brilliant and effective).

WHAT PEOPLE SAY

"We had a great experience working with Roxo student agency. For the project we were working on,

< it was imperative to have a young and fresh perspective. The Roxo team helped us craft a fun and unique social media campaign that would grab the attention of Gen Z's we were targeting. They were also professional, prompt and gracious through the entire process." >

- Kim Brown, Media Relations Specialist, Cook Children's



Let's Chat.

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