

Dream2Career
Career-Readiness
Digital Media



**+ Promoting Synergies Between
Workforce and Education**

Dream2Career is a 100% women-owned startup that helps businesses and schools to promote and manage learning experiences that provide on-ramps to dream careers.

+ About Us

Dream2Career is a career-readiness media company that was created by Dr. Kathleen Houlihan in 2019. Dream2Career prides itself on offering team-oriented solutions that help educational institutions to reach enrollment objectives for programs that provide on-ramps for graduates to dream careers. Dream2Career provides a unique portfolio of digital media solutions that help students find quality learning experiences that match their career-aspirations. Our office location is in Northeastern PA.

How We Are Different

- Students and career seekers are our number one priority.
- Our mission is to help schools and businesses to provide relevant information to students and career-seekers, so they adequately find and prepare for dream careers.
- We are positioned to reach untapped markets 10 times more effectively than other digital media solutions.
- We specialize in targeting career-focused groups including K-20 students, parents, teachers, veterans, minority, and special needs populations based on the career seekers' interests and aspirations.

Our Experience

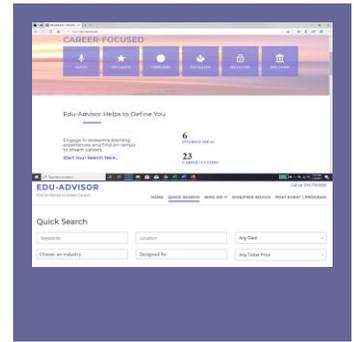
- Over 20 years of experience in enrollment management.
- Skilled at exceeding enrollment goals for undergraduate and adult learning programs.
- Specialized strategic marketing expertise for higher education and pathways programs.
- Experienced developing off-campus partnerships between schools and businesses leading to gainful employment for graduates.
- Highly skilled at finding fiscally responsible solutions that save money and jobs.
- Accomplished content writers experienced with writing for websites, blogs, scholarly journals, and popular magazines including Forbes.
- Advised over 50,000 students of all ages, demographics and disciplines.

Our Clients



+ Edu-Advisor: Event Management

MATCHING LEARNING EXPERIENCES TO
HIGH DEMAND AND EMERGING CAREERS



Bringing Students to Learning Experiences

- *Increased Right-Fit Event Attendance* – Edu-Advisor aggregates and filters learning experiences so users can find events matching interests and then helps them to filter events based on demographic and geographic requirements.
- *Embedded Technology* - Edu-Advisor can be embedded and customized onto existing websites to cross-promote learning experiences among partner organizations or within specific regions.
- *Organic Search* – Edu-Advisor communicates directly with each specific target market so jobseekers, at all ages, can find on-ramps to dream careers.
- *Analytics* – Edu-Advisor provides organizer/ attendee trend and analysis data, and industry data pertaining to workforce development opportunities.

Promote online or face-to-face learning experiences using the DOE career clusters

Student Focused Platform

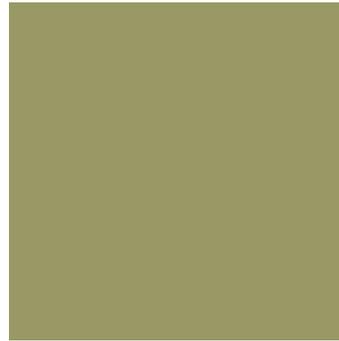
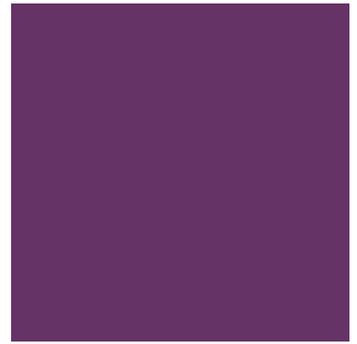
- Organized: Keyword, Location, Career Clusters
- Filtered for Groups:
 - Train-the-Trainer
 - Veterans
 - D&I
 - Student Levels
 - And more..
- Event Reminders
- Similar Event opt In
- Social Sharing

Organizer Benefits

- *Easy Point and Click*
- Monitor & Edit Registrations
- Schedule Recurring Events
- Cancel & Notify
- Event Reminders
- Cross-Promotion

Post and Manage Enrollment For:

Admissions Information Sessions
Associates
Badges
Bachelors
Certificates
College Prep
Exam Prep
College Fairs
Campus Tours
Skills Competitions
Hackathons
Mentorship
Networking Events
Internships
Study Abroad
Scholarships
Open Houses
Job Shadowing
Company/Campus Tours
Incubators-Startup Programs
Stand Alone Courses
Apprenticeships
Lectures / Webinars
Classroom Demonstrations
Career-Focused Events
Work-Learn Projects
Scavenger Hunts
Escape Rooms
And More...



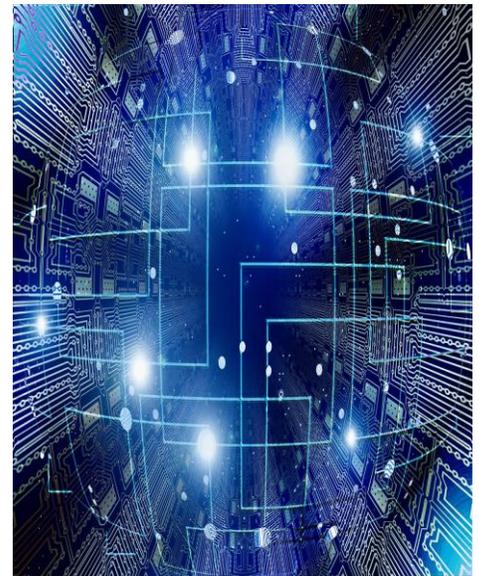
Building Tomorrow's Workforce Digital Services

1. **Content Writing**
2. **App Development**
3. **SEO Strategies**
4. **Enrollment Management**
5. **Press Releases**
6. **Task Management Solutions**
7. **Appointment Scheduling**
8. **Project Management**
9. **Marketing Automation Software**
10. **Engagement Surveys**
11. **Workflow Automation**
12. **Dynamic Follow-Up Solutions**



Engaging the World of Tomorrow

Communication is Key



Join Us: Building the World of Tomorrow Board

We are looking for industry and academic leaders interested in creating a work-learn ecosystem that is innovative, functional, easy-to-use. Join us and let's create a radical redesign of the workforce training pipeline.

This team of industry leaders will help to design the talent pipeline infrastructure for the 21st Century.

Contact us for more information by phone 570.779.9359 or email khoulihan@dream2career.org

Tiolita: Jobs & Education Review Site

Tiolita promotes workforce training programs and events

We offer:

- Content marketing targeted at work-learn initiatives
- Industry specific articles
- Joint advertising
- Targeted Digital Marketing
- SEO

Full-Service Marketing for Workforce Education Synergies

D2C creates customized promotions, content marketing, and network building opportunities for workforce - education collaboratives.

+ Summary of Services

Dream2Career focuses on promoting educational initiatives that supply talent for desperately needed high demand and emerging industries. We help students and career-seekers find and prepare for dream careers.



Career-Readiness Collaboration

We are looking for industry and academic leaders interested in creating a work-learn ecosystem that is innovative, functional, and easy-to-use. Join us and let's create a radical redesign of the workforce training pipeline.



Edu-Advisor: Event Management Platform

Strategically create a 21st Century workforce pipeline by sharing your learning events and information sessions all in one place. The career exploration process is complex and using Edu-Advisor's events management platform students can quickly find and prepare for dream careers.



Tiolita: Jobs and Education Review Platform

Provides jobs and education information organized based on industry reviews, most popular programs, trending learning experiences, and top-rated learning on-ramps. This digital publication facilitates workforce collaboratives which are part of D2C's trademark mission.



Content Writing

We write content, including white label content, based on media requirements for blogs, white papers, websites and more



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Working Together to
Build the Workforce
Training Pipeline of
the Future



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Dream2Career

The On-Ramp to Dream Careers

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Edu-Advisor.org | Tiolita.com | Dream2Career.org | NC-RA.org