



Core Samples

Written Work	05
Graphic Design	11
Photography	14

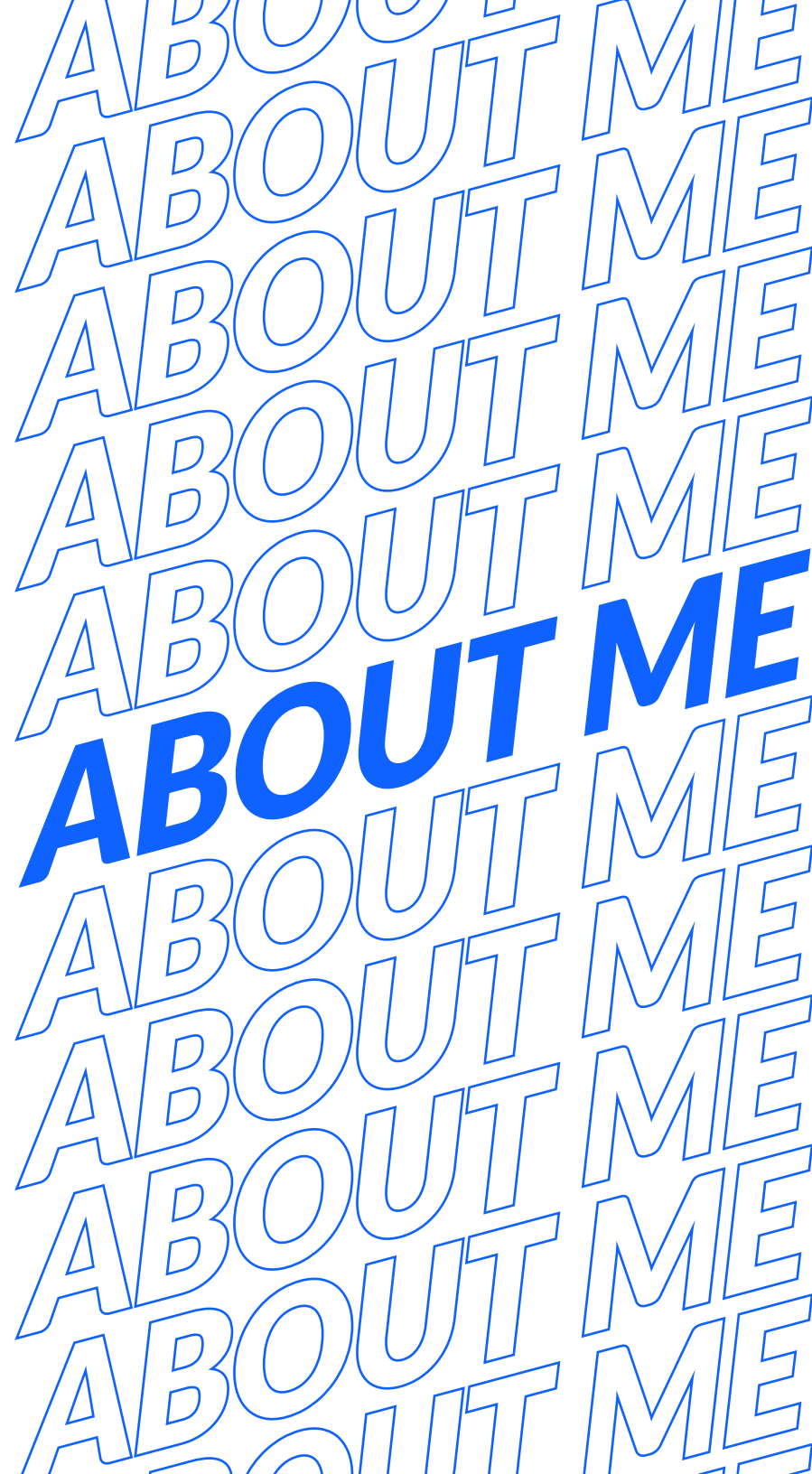
Special Projects

NRF Challenge	17
Student Media	20

Jeff Licciardello is an award-winning writer, photographer, and graphic designer based in Brooklyn, New York. His work has been featured in various publications, including VinePair, Refinery29, Thrillist, and BuzzFeed.

Currently, he is the Director of Marketing at VinePair, overseeing the brand's e-commerce, social media, and email initiatives. He's passionate about using emotional copy and smart design to create meaningful connections.

When he's not obsessing over the perfect coupe glass, Jeff can be found roaming the city, camera in hand, shopping for another pair of Chelsea boots he probably doesn't need.



WRITING WRITING

Editorial + Lifestyle Content

ABOUT:

VinePair is the largest wine, beer, and spirits publication centered on the moments we experience with a glass in hand.

WHAT I DID:

As a weekly contributor, I produced feature, humor, and lifestyle content designed for social engagement on Facebook and Pinterest.



I Worked Cinco De Mayo In A College Town During Finals And Here's What Happened

words: JEFF LICCIARDELLO



It's 2:40PM and the waitress I'm shadowing barks to me, "we're already out of frozen margaritas. This is going to be fun."

Cinco De Mayo. The holiday that's basically just a reason to drink margaritas all day long.

I'm a student at Georgia Southern University in Statesboro, Georgia and just like most typical college towns there's a pretty good collection of Mexican restaurants. But one restaurant reigns supreme above all others as a draw for students looking to quench their margarita thirst. Meet El Jalapeno.

[LINK](#)

26 Wine Labels That Have No Time For Your Crap

words: JEFF LICCIARDELLO



We all say some crazy things while cracking open a bottle of wine. Maybe we've had a long day, or we've had some bumps in a relationship, or maybe we're just trying to let loose.

But what if wine could talk back? What if the bottle you see on the shelf already knew what was going to happen before you put it in your shopping cart? What if that wine truly didn't care about your feelings and had a filter as great as your grandmother after a glass or two of Pinot Grigio?

[LINK](#)



Say Yes to the Cocktail: How to Pick Your Signature Wedding Drink

words: JEFF LICCIARDELLO



Let's just get one thing straight here – dry weddings are the absolute worst. As a transient resident of the self-proclaimed "Bible Belt," it blows me away when I hear stories of old Georgia families hosting dry weddings. How can you not even allow a drop of booze to grace the lips of your guests as they profusely sweat their makeup away in a reclaimed barn? But on the other hand, open bars can be expensive, and overindulgent guests can be wild cards. [Beer](#) and [wine](#) are always an option, but then how does that match your theme?

WHY EVEN BOTHER?

You might be asking yourself, between the flowers, cake, table runners, centerpieces, entertainment, catering, dresses and suits, who the hell has the time to come up with a signature drink? But just as a gown can be the cornerstone of the event, a cocktail can really be the cherry on top of the metaphorical wedding sundae. "A cocktail can be a centerpiece to a wedding as much as a cake," mixologist Jeff Naples explains. "It brings together all the parts of the wedding — the cake, the presents, the theme, the aesthetic, the feel."

[LINK](#)

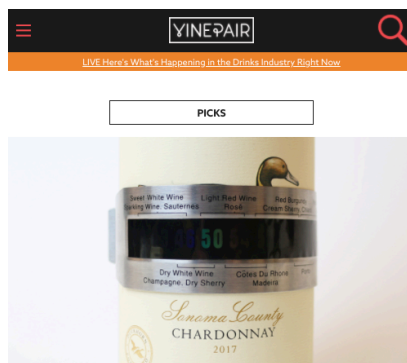
WRITING WRITING

Commerce Content

LINK:
vinepair.com/picks

ABOUT:
VinePair's Picks section supports the VinePair Store with content designed to promote conversions.

WHAT I DID:
Wrote and published product pick articles on tight deadlines, driving sales on the VinePair Store.



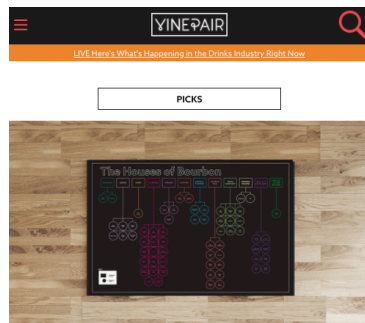
Why Every Wine Lover Needs A Wine Thermometer

words: JEFF LICCIARDELLO



According to VinePair Tastings Editor, Keith Beavers, "a wine at the correct temperature is a direct reflection of what the winemaker wants you to experience. It is at these perfect temperatures that all of the aromas and the structure the winemaker was trying to achieve are in harmony. When you serve a wine too warm or too cold you are not getting the full experience."

[LINK](#)



Every Bourbon Lover Needs This Poster

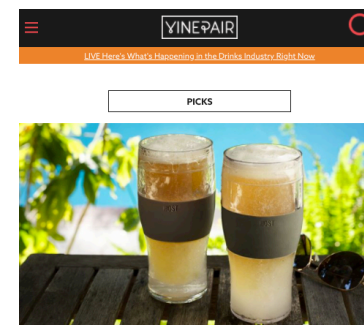
words: JEFF LICCIARDELLO



People who love bourbon don't just love bourbon; they are flat-out obsessed. They're in the Facebook groups, stalking the secondary market, fishing for info on those limited edition store selections — it becomes a passion that is more than just the juice in the bottle.

Any bourbon lover worth their salt should know the details on who owns what brands when it comes to big bourbon. It's a dizzying lineup, and after some digging, you'll quickly realize that many iconic Kentucky brands are owned by companies outside the state (and even the country).

[LINK](#)



Never Drink Warm Beer With These Chillable Pint Glasses

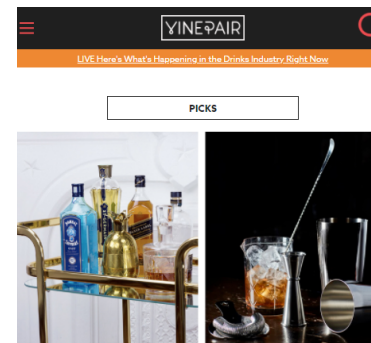
words: JEFF LICCIARDELLO



There are few greater pleasures than cracking open a cold beer on a warm afternoon. We'd argue it's one of life's most precious moments. However, one of life's not-so-precious-moments is when you're drinking said beer, only for your sip to be a lot warmer than you expected. Nobody likes warm beer on a hot day, and thankfully, there's a way to make sure you never get close to crossing the point of no return.

These Cooler Than Cool Pint Glasses are the simplest way to keep your favorite brew extra frosty, even on a scorching summer day. The double-wall tumbler contains a proprietary gel that

[LINK](#)



Everything You Can Order Online To Stock Your Home Bar For The Long Haul

words: JEFF LICCIARDELLO



It can be hard to replicate the magic of going out to a restaurant or bar, but that doesn't mean you can't enjoy a good cocktail or glass of wine at home. Here are the essentials for every home bar, and how you should be using them to bring the bar experience to your living room. The best part? You can order all of them online from the comfort of your home right now.

[LINK](#)

WRITING WRITING

Social Copy: Facebook

LINK:
facebook.com/vinepair

ABOUT:
VinePair's content ranges from viral "booze news" to longform sponsored content, requiring vastly different approaches to copy tone and image choice on social media.

WHAT I DID:
Produced social copy, imagery, and headlines for all Facebook posts. Conducted A/B tests through social scheduling software, Naytev.

 VinePair
June 11 · 🌐


Making ahead > mixing drinks all night




VINEPAIR.COM
Easy Big Batch Cocktails You Can Make At Home
Batching cocktails is the simple way to provide delectable drinks. Some...

👍👍👍 918 37 Comments 869 Shares

Share

 VinePair
December 21, 2019 · 🌐

You might discover the next Pappy



VINEPAIR.COM
We Asked 12 Bartenders: What's the Most Underrated Bourbon?

👍👍👍 393 79 Comments 119 Shares

Share

 VinePair
August 28 at 1:33 PM · 🌐

Perk up that pick me up



VINEPAIR.COM
8 Boozy Recipes To Spike Your Favorite Starbucks Order
Before summer comes to a close, we've decided to get creative by...

👍👍👍 315 157 Comments 226 Shares

Share

 VinePair
September 4, 2019 · 🌐

It's a "colorful twist" on the Long Island Iced Tea



VINEPAIR.COM | BY VINEPAIR
Applebee's September \$1 Cocktail Is A Blue Long Island Iced Tea

👍👍👍 497 190 Comments 52K Shares

Share

 VinePair
March 26 · 🌐

This pup deserves all of the treats!!!



VINEPAIR.COM
This Maryland Winery Has an Adorable Curbside Delivery Dog
When this winery's co-owner learned that her business would be limited...

👍👍👍 1.4K 61 Comments 910 Shares

Share

 VinePair
July 6, 2019 · 🌐

This is the most Florida thing we've heard in a while



VINEPAIR.COM
Florida Alligator Raids Woman's Wine Cabinet
On Friday, May 31, 2019, an alligator smashed through the first-floor...

👍👍👍 593 81 Comments 1.2K Shares

Share

 VinePair
December 10, 2019 · 🌐

It even has a hidden bar



VINEPAIR.COM
Book a Night in Matthew McConaughey's Eco-Friendly Cabin, Complete With Hidden Bar

👍👍👍 1.2K 170 Comments 351 Shares

Share

 VinePair with Goslings Rum.
Paid Partnership · 🌐

How much do you know about this iconic cocktail?




VINEPAIR.COM
9 Reasons to Celebrate the 40th Anniversary of the Dark 'n Stormy®

👍👍👍 923 120 Comments 242 Shares

Share

 VinePair with Wines of Chile.
Paid Partnership · 🌐

If you love Cabernet this is for you



VINEPAIR.COM | BY VINEPAIR
Quiz: Which Cabernet Sauvignon Are You?
Looking for the perfect Cabernet for your next steak dinner? Take our...

👍👍👍 857 147 Comments 89 Shares

Share

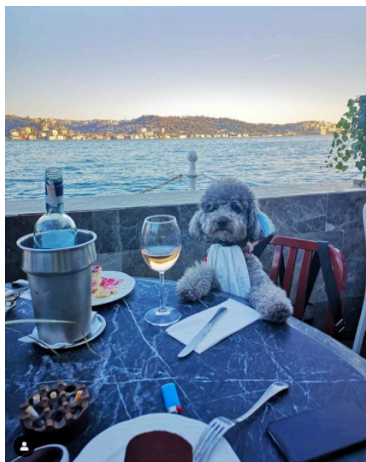
WRITING WRITING

Social Copy: Instagram

IG HANDLE:
@vinepair

ABOUT:
VinePair's Instagram is the home of the look and vision of the brand, featuring various content formats including curated photos from readers to original digital illustrations.

WHAT I DID:
Produced social copy, sourced imagery, and directed creation of original assets.



vinepair • Following
The House Cafe Ortaköy

vinepair • Monday's are ruff. #VinePair @thepoodlechio
78w

milamangieri @josefranco1217
78w 1 like Reply

marysfabulousdeals Too cute! 🥰
78w Reply

nicoleed_825 @dexter_da_doodle
78w 1 like Reply

Liked by timmckirdy and 875 others
MARCH 18, 2019

Add a comment... Post



vinepair • Following

vinepair • Our kind of Sunday spread #VinePair @thegrazingisters_
76w

winetpr Amazing!
76w Reply

dr.nene.here @cmpatsfan00 our next charcuterie 🥰
76w 1 like Reply

View replies (1)

Liked by cherylalexandra and 789 others
MARCH 31, 2019

Add a comment... Post



vinepair • Following
Andronis Luxury Suites

vinepair • If this isn't brunch heaven we're not sure what is. #VinePair @lindsayslib
68w

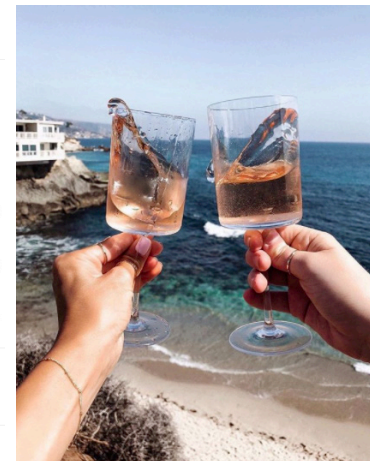
ds7_former_rafaelco Dreaming
68w Reply

drinkwhatyoulike Stunning!
68w Reply

samanthaswinetrail 🥰🥰🥰
68w Reply

Liked by cherylalexandra and 710 others
MAY 26, 2019

Add a comment... Post



vinepair • Following

vinepair • After long days of tasting a lot (seriously, a lot) of pink wine, we've finalized our list of the Top 25 Rosés of 2019. While not part of the criteria, all are great for swirling. Check out the list to find your new summer fave. #VinePair @danielleebrown
69w

beckmenvineyards It's a tough job but someone's gotta do it! Thanks for including our 2018 Grenache Rosé!
69w 2 likes Reply

Liked by cherylalexandra and 915 others
MAY 10, 2019

Add a comment... Post



vinepair • Following
VinePair HQ

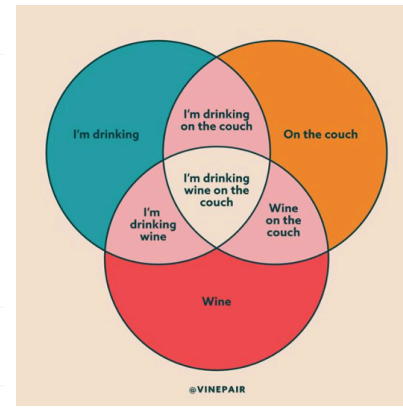
vinepair • Want to become an at-home bartender? These 2-ingredient cocktails are the perfect place to start. @danielle.grin
62w

lizcronin23 two ingredients is perf!
62w 2 likes Reply

lancasterliquor Love these illustrations! 🥰
62w 2 likes Reply

Liked by cherylalexandra and 1,835 others
JULY 12, 2019

Add a comment... Post



vinepair • Following
VinePair HQ

vinepair • Big plans tonight 🍷
#VinePair #DrinkingsCulture #drinks #cocktails #Wine #Cheers #Monday #Drink #StayAtHome #SocialDistancing
23w

mavart59 Love this logic 🥰
23w 1 like Reply

femalta @maltamu
23w 1 like Reply

Liked by danielle.grin and 937 others
APRIL 6

Add a comment... Post

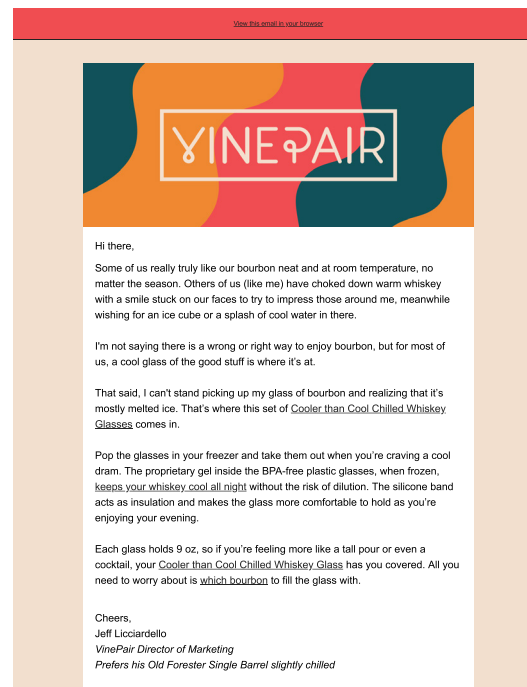
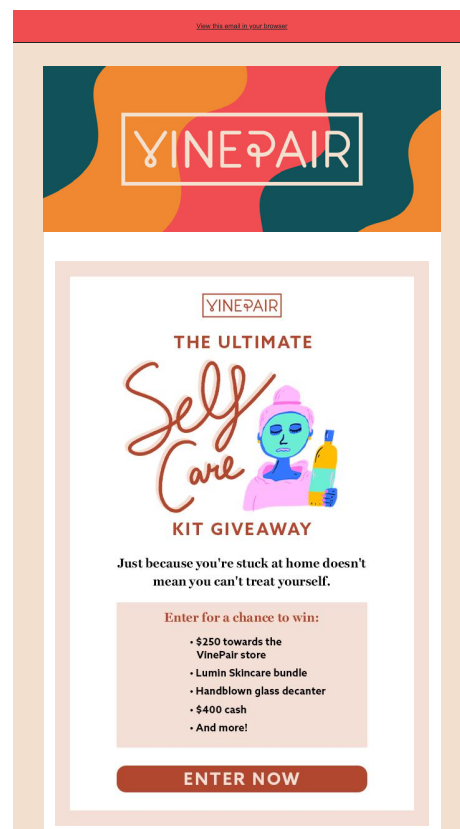
WRITING WRITING

Email Copy

FROM:
VinePair

ABOUT:
In addition to the daily newsletter, VinePair produces other marketing emails for various clients and in-house initiatives.

WHAT I DID:
Wrote, built, and sent emails to VinePair's 250k+ subscriber list. Additionally, wrote and designed assets for clients.



Skip the stress of hunting for the perfect bottle of wine for everyone on your list.

This holiday season, bring home the taste of Chile with some of the best Cabernet Sauvignons of the Maipo, Maule, and Colchagua valleys for some high-end (and wallet-friendly) wine.

WHEN GIFTING GO BOLD & TOASTY

During our food festival tour this past year, you took our quiz to find out which Chilean Wine Profile was your favorite, and 57% of everyone we met discovered that Bold & Toasty was their Cabernet of choice. That's why when gifting this holiday season, reaching for a Bold & Toasty Chilean Cabernet is the best bet.

These rich, full-bodied Chilean Cabernets are a favorite among wine lovers alike for their well-integrated oak and refined structure. Whether you're looking for a wine to pair with your holiday spread or simply the perfect glass to sip around the fireplace, these wines deliver beyond expectations. You'll love these wines if you like bittersweet chocolate, roasted coffee, dark red fruits, and just a hint of vanilla.

QUICK WINE AGING TIPS.

While plenty of Chilean Cabernet Sauvignons are ready to drink as soon as you bring them home, they truly shine after being cellared for a few years.

Here are some quick tips and tricks to aging your Bold & Toasty Chilean Cabernet Sauvignon.

1. Always store in a cool, dry place.
The temperature should be 70 degrees fahrenheit or less.

2. Store the wine on its side.
This keeps the wine in constant contact with the cork which maintains the seal and protects the wine

3. Age the right wine.
We recommend bottles that are \$20+.

4. It's better to not risk it.
When in doubt, use a wine refrigerator or even your standard kitchen fridge.

5. Have fun with it!
We suggest getting a case of the same vintage of Cabernet Sauvignon and tasting a bottle every year to see how the wine grows and develops. Write your notes in a journal so you can look back on what it was like the years prior!

WRITING WRITING

Product Copy

LINK:
store.vinepair.com

ABOUT:
The VinePair Store is an expertly curated collection of drink essentials, accessories, and apparel.

WHAT I DID:
Write and optimize product descriptions for conversions and SEO.



Cooler than Cool Chilled Smoked Whiskey Glass (Set of 2)

★★★★★ 7 reviews

Ships in 1-2 Business Days

\$36.00

Add to Cart

Why We Chill With These Glasses:

- Proprietary gel keeps whiskey chilled throughout the night
- Silicone band insulates your booze and is comfortable to hold

Nobody really loves an excessively warm dram of whiskey, which is exactly why we always have one of these glasses at the ready in our freezer. When frozen, the proprietary gel inside the glass keeps your whiskey or bourbon at the perfect temperature throughout the night without any dilution. Watered-down bourbon, begone.

Product Details:

- Set of 2
- Holds 9 oz comfortably
- Silicone band for comfortable handling



The Aficionado's Wine Thermometer

★★★★★ 15 reviews

\$14.00

Quantity

1 Thermometer

Add to Cart

Why We Chill With This Thermometer:

- Accurately determines temperature without having to open the bottle
- No batteries required and it's mercury-free

To really experience the nuances and aromas of your favorite wine, it should be properly chilled. This isn't just for white wines either, as red wines such as Burgundy or Bordeaux benefit from a light chill. That's why a wine thermometer is a necessity for all winos to have in their toolbox. We love this thermometer because unlike most thermometers, it doesn't require a battery or use mercury. Meaning this little buddy will always be ready for action.

Product Details:

- Size: 2.5" w x 2.5" d x 1.5" h
- Fits most 750ml bottles, even Champagnes
- No mercury or battery



Witches Be Sippin' T-Shirt

★★★★★ 2 reviews

\$24.00

Size

XS

Add to Cart

The witches brew is exceptionally hot today! This Halloween t-shirt is soft and lightweight, with just the right amount of stretch. Perfect for all of the witches (and warlocks) looking to wreak havoc this fall, although we wouldn't judge if you wore it all year long!

Product Details

- 100% combed and ring-spun cotton
- Fabric weight: 4.2 oz
- Shoulder-to-shoulder taping
- Side-seamed
- Sassy witchy design (some might say "iconic")

Size guide

	XS	S	M	L	XL	2XL	3XL	4XL
Length (inches)	27	28	29	30	31	32	33	34
Width (inches)	16 1/2	18	20	22	24	26	28	30

DESIGN DESIGN

Marketing Materials

CLIENT:
Various

WHAT I DID:

Designed and produced copy for event collateral, promotional emails, and more.

TASTE THE UNEXPECTED
CHILEAN CABERNET

BOLD + TOASTY

FOODS FROM CHILE Wines of Chile

BOLD + TOASTY

A rich, full-bodied Cabernet style with complete structure, well-integrated oak and great aging potential. These Cabernets are commanding on the palate and at your table.

Why live life any other way?

Wines of Chile FOODS FROM CHILE

TASTE THE UNEXPECTED

THREE MAJOR FESTIVALS
Austin Food & Wine
Brooklyn Crush
Atlanta Food & Wine

2,000+
People sampled at the festivals.

Taste Profile Highlights

	Austin, Texas 69% Bold & Toasty 17% Lush & Juicy 14% Silky & Vibrant
	Brooklyn, New York 48% Bold & Toasty 30% Lush & Juicy 22% Silky & Vibrant
	Atlanta, Georgia 56% Bold & Toasty 23% Lush & Juicy 21% Silky & Vibrant

B&T BOLD & TOASTY
A rich, full-bodied Cabernet offering structure, well-integrated oak and aging potential.

L&J LUSH & JUICY
A medium-bodied classic New World style Cabernet with lots of fruit forward bright red fruits.

S&V SILKY & VIBRANT
A leaner 'Old World' style Cabernet with supple tannins, floral notes, and an elegant finish.

Wines of Chile TasteTheUnexpected.org @edrochile

VINEPAIR

VINEPAIR presents:

FOODS FROM LIMANTOUR

DIRECT FROM MEXICO CITY
A ONE NIGHT ONLY POP-UP OF THE BEST BAR IN LATIN AMERICA
OPEN BAR

JUNE 11, 2018
6:30 - 9:30
TIJUANA PICNIC
151 ESSEX ST, NEW YORK, NY 10002

GET ON THE LIST

SPONSORED BY:

Banchant BRIBÓN TIJUANA PICNIC TEQUILA CHAMUCOS

Apply to be RSVP [here](#).

VINEPAIR

An Evening of Bubbles

We're Hosting a Champagne Party at a Posh Lower East Side Hotel Penthouse and You're Invited

November 30th, 7 PM - 10 PM

RSVP to attend and receive more information

DETAILS:
Breathtaking penthouse views. Incredible Champagne. Fabulous company. We're celebrating it all.

We're selecting twenty-five readers to sip with us at the VinePair Champagne Week Celebration. This is a limited availability, special event and participation is absolutely free.

Come savor some divine bubbles with VinePair and Champagne Taittinger.

VINEPAIR Champagne Week TAITTINGER

Apply to be selected [here](#).

DESIGN DESIGN

Apparel Design

CLIENT:

The VinePair Store

WHAT I DID:

Created T-Shirts to be sold on the VinePair store, ranging from humorous to thoughtful.



DESIGN DESIGN

Infographics

CLIENT:
VinePair

WHAT I DID:
Created photo illustrations showcasing the different aromas and flavors in drinks. Staged, shot, and produced the final images.



PHOTO PHOTO

Studio Photography

CLIENT:

The VinePair Store

WHAT I DID:

Staged and shot photos
for products listed on the
VinePair Store.

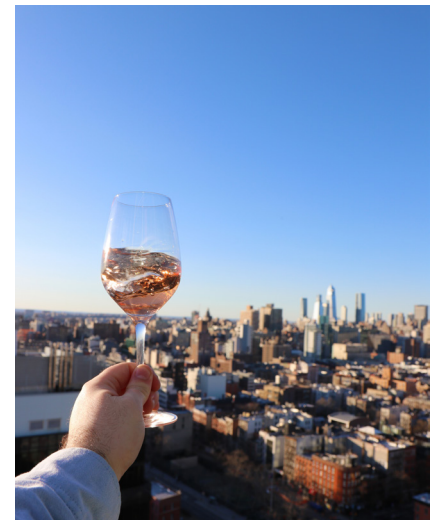


PHOTO PHOTO

Editorial Photography

CLIENT:
VinePair

WHAT I DID:
Shot and edited photos for
various social media and
editorial initiatives.



NRF 2017 NRF 2017

Project Management, Product Design, Branding

ABOUT:

I was recruited by a marketing professor to compete in the National Retail Federation's annual Student Challenge. The goal of the project was to create an original theme for the client STORY. [Our team won the challenge.](#)

STORY is a innovative retailer, recently acquired by Macy's.

WHAT I DID:

Served as project manager, lead creative, and graphic designer through the three stages of the project. I created our theme, pitch video, website, subscription box, and designed our proposal.

STORY

made in america

LETTER FROM THE

editor

Story time.

Once upon a time, a child had an idea. But this idea wasn't just any idea, no, this was an idea that would change the world. This was an idea to get excited about.

Before the parents knew it, the child was running all over the house grabbing every piece of construction paper they could find and looking high and low for the 64 crayon pack (with the sharpener) to properly sketch this idea to perfection.

Sound familiar?

This summer, STORY, is teaming up with JPMorgan Chase & Co. to celebrate all of the marker-stained tables and scraps of paper. These American kidpreneurs took their ideas and made them a reality — all while maintaining a strict bedtime.

They're the upcoming trendsetters, designers, and CEO's — these kids came to redefine the "American Dream." These young entrepreneurs came to be the next big phenomenon.

Welcome to The Next Generation. Welcome to Made in America.

Keller Campbell

JHL

Ally Montana

Kelsey Worthy

EDITORIAL OVERVIEW

HOW IT CAME ABOUT

Everything has an origin, a moment in time where a strike of inspiration evolves into something more concrete. It may be a doodle drawn in the margins of a notepad or even something as simple as saying it out loud for the first time.

People love origin stories. We love taking the time to think about where it all began. For some it may be a company that took a chance on a new graduate, or even the time where they knew a person was “the one.”

This origin story begins with the team sitting in a coffee shop trying to escape the south Georgia summer heat. While brainstorming concepts for the STORY theme, the team learned about the journey of a young girl who started her own company to help save the bees. While sipping on half-melted iced coffees, the team began searching and discovered that all across the country, kids were starting companies left and right to take their ideas to the next level.

After reading their origin stories, the team was so awestruck with inspiration that they knew it was their obligation to share the origins of these American kids redefining what the American Dream truly is by sharing their stories and products with STORY’s customers.

WHY “MADE IN AMERICA”

As STORY has used the Made in America theme, the team wanted to apply the theme with a more abstract angle by featuring products made by these American kids. America is a place where the tiny seed of an idea in a youth’s mind can blossom into a bright concept turning a child into the next big phenomenon. The epitome of Made in America is an American kid with an American dream.

The team found the stories of the Next Generation to be so inspiring and they wanted to share them with STORY to inspire others into coming up with the next big thing.

OUR INSPIRATION

When conceptualizing this story, the team wanted to highlight the idea of Made in America without making it so patriotic that a customer gets the feeling of a party store instead of a

CMYK
96,77,18,4 | 64,33,12,0 | 33,7,0,0 | 0,78,62,0 |
24,94,78,16 | 63,55,55,30

STORY

boutique. To do that, the store has a more modern patriotic color palette that features darker blues, richer reds, and accents of orange and sky blue. The team also found inspiration from children’s museums across the country for their use of color and immersive design. This helped create the layout of the store which takes the consumer through the many different places where inspiration may strike, such as at the kitchen table or on a building’s stoop.

STRATEGIC PARTNERSHIP

When deciding on a strategic partner for this story, companies needed to meet the following criteria:

1. *The partner would support the social responsibility angle of the story and expand STORY’s reach.*
2. *The partnership could realistically be mutually beneficial.*

For this story, the team chose to partner with JPMorgan Chase & Co. (JPMC) because of its global consumer reach and organizational size. As a bonus, its status as a financial institution provides them with the perfect opportunity to showcase a personal side to its business by supporting young entrepreneurs. In addition, JPMC is an institution rooted in New York and by working with companies like STORY and the vendors featured in the theme, JPMC can then stay current with younger generations.

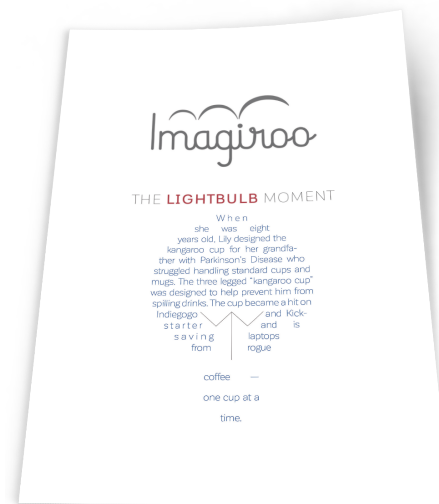
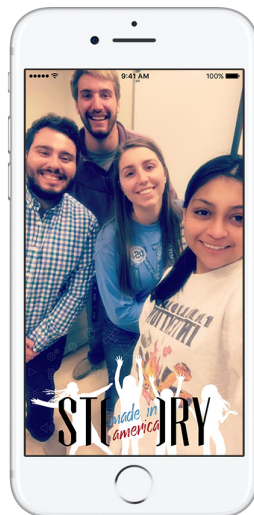
OVERALL VISION

The Made in America story is designed to show how the American Dream is being redefined. This Next Generation of inventors and trendsetters are using their ideas and products to make the world a better place. They’re fighting for inclusion, they’re fighting for change, they’re fighting to make a new American Dream. They’re showing how it’s impossible to be “too young” to make a difference in the world. It’s for this reason that this is a story worth telling.

NRF 2017

Get The Full STORY

Visit our [pitch website](#) to learn more about our theme, see the full document, and our 90-second pitch video.



COLLEGE COLLEGE

Georgia Southern Student Media

ABOUT:

During my time at Georgia Southern University I worked for the campus news organization in many capacities.

WHAT I DID:

Conceptualized and managed award-winning magazines. Reported on campus life and developed new products.

SPECS:

- 2,500 circulation,
- digital readership of 40k uniques
- Awards: 7
- Events hosted: 8



Georgia Southern Student Media

ABOUT:

Feature story for the print edition Reflector Magazine. This story won “Best Magazine Spread” at the College Media Association conference in Spring 2016.

WHAT I DID:

Wrote feature. Directed page design and infographic creation.

DESTINATION Nashville

By Jeff Licciardello

Wanderlust. The desire to travel. A feeling so strong, so demanding, that it can make one feel like a bird locked in a cage—just waiting to fly away. We live in a world where the screens in our pockets connect everything and you can experience the diverse cultures of this world without even rolling to the other side of the bed.

But no filter can compare to actually tasting that perfect dish you’ve only seen in your dreams. And no Snapchat story can give you the same feeling of being there at that concert. It’s time to get up, get out, and go explore.

Being in Statesboro, it can sometimes feel like there is nowhere to travel. Sure, you can go to Savannah, or if you want to go edgier you can head out to Atlanta or even Jacksonville, but after so many SCAD plays and high-budget restaurants it’s time for a change of scenery.

Disclaimer: These prices reflected as per-person are based off of rates provided during time of writing. Hotels fluctuate and so do gas prices, so this number may change as you approach booking your stay. We suggest booking as far in advance as you can to get the best deals. Also, if you stray from the itinerary, this bottom line number will change, but it’s your trip, take advantage of your time in Nashville and do what you want!

TIME			BUDGET
F	S	SU	
X	X	X	FOOD \$40+
			HOTEL \$65
			FUEL \$21
3 DAYS			TOTAL: \$130



DESIGNED BY ALEX SMITH

THE HOTEL

Club Hotel Nashville Inn & Suites

While staying in downtown might be the glamorous option (oooh the flossy, flossy) that can get expensive very quickly. If you have the connections or the cash, check out Hotel Indigo or one of the spacious chain hotels in the area. For those of us ballin’ on a budget, give the Club Hotel Nashville a chance. It’s not sketchy, has some amenities if that’s your thing, plus it will only put you back \$65 a person for the weekend. Make sure you have gas, because it turns your trip into a commuter experience. Uber is always an option, too, if you’re not looking to drive, just make sure you count that into your bottom line.

THE FOOD

Sky Blue Cafe, Saint Añejo, Hog Heaven BBQ

Honestly, who doesn’t love food? There are tons of restaurants in Nashville for you to explore. Barbecue is king; so make sure to take in some of the local fares. Hog Heaven BBQ is a town favorite, and its location gives you the perfect opportunity to have a picnic by The Parthenon. Sky Blue Cafe is the perfect place for breakfast or lunch. The space is super quaint and you will feel at home with the awesome staff. Saint Añejo on McGavock Street has a brunch menu to die for. Horchata french toast, dark chocolate cinnamon waffles and drool worthy huevos rancheros, oh my. After a late night that is bound to happen, this is just the meal you need to keep you going. Each meal is decently priced and it’s easy to walk out of the restaurant for under \$15, including the tip.

THE ACTIVITIES

Explore, Shop, Grand Ole Opry, Country Music Hall of Fame, Jack Daniel’s Distillery

This is where you can let your creativity shine in Nashville. There is so much to do in this city that it’s hard to stuff it all in just three days. The first day in town, you should make sure to throw out an itinerary and simply wander around. See what’s going on around town,

stop into some coffee shops and ask the locals what you should add to your Nashville bucket list. Don’t forget to take in some of the local art to really get inspired by the Nashville state of mind. Before you leave on your excursion, check out who’s performing at the

Grand Ole Opry. Not only is it a gorgeous venue, but also the chances of getting a good deal on an awesome performance are high. If country music is your preferred genre, you’ve obviously come to the right place. Pay your respects in the Country Music Hall of Fame. A

student ticket will cost you around \$20, so don’t forget your Eagle I.D. when you head over there. For the 21+ crowds, take a detour on the way home and visit the Jack Daniel’s Distillery in Lynchburg, TN. You can take a walking tour with a tasting at the end for \$10 per person.

This list isn’t definitive either. This is your trip and if you do some research and find an awesome art gallery or restaurant that you and your friends want to hit up—go for it! Make the most of your destination and enjoy the break from student life.

COLLEGE COLLEGE

BoroBeat Mobile App

ABOUT:

BoroBeat was a special project from Georgia Southern Student Media, designed to connect students with their community.

WHAT I DID:

Worked in a team to design a mobile application using Connect Publisher Solutions. Created final brand design and assets. The app, "Boro Beat" is available for download on the iOS and Android app stores.

