

Approval and account follow-through

Refuel Agency / Client-facing weekly status / March 3, 2026

My contribution: account leadership, cross-team coordination, and media-spend follow-through with the buying team. The technical lead implemented the analytics changes.

01 CONTENT APPROVAL / ORIGINAL PAGE 4

7. CONTENT

- **March Content:** Newsletter and 16 social posts approved; posting and scheduling in progress
- **UVP Document:** Completed and in review; will be shared upon approval

02 MEDIA CONFIRMATION / ORIGINAL PAGE 5

Media and Optimization

Item	Status / Detail
March Incremental Spend	Confirmed. Tracking sheet updated and sent to [REDACTED].

03 COMPLETED WORK / ORIGINAL PAGE 6

- Looker Studio analytics: link-click tracking and page-level breakouts configured by [REDACTED]
- Competitive Intelligence Report: completed and delivered

The record distinguishes approved content and confirmed spending from work still in review. The positioning document remained in review; analytics configuration was completed by a specialist.

What this establishes: documented approvals and delivery status. It does not identify a single executive approver, prove that a particular channel reallocation was adopted, or establish revenue impact.