

MARKETING PORTFOLIO



2023

PREPARED BY

Sam Gray

MEET THE CLIENT

The Department of Marketing provides courses and other academic support for the B.S. degree in Business Administration with an option in Marketing. In addition. The Chair of the marketing department is Dr. Lisa Scribner. The department currently has over 400 undergraduate students in the Marketing Strategy and Professional Selling Concentrations.



CAMPAIGN OBJECTIVES



01 AWARENESS

To build and grow awareness about various programs, students, and events related to the marketing department in Cameron School of Business.

02 FOLLOWERS

To grow an active follower base on LinkedIn, TikTok, and Instagram that are actively engaged in the content.

03 EXPERIMENT

To experiment with different hashtags, posting strategies, times of posts, ads, and more.

Social Media Audit: UNCW_MKT

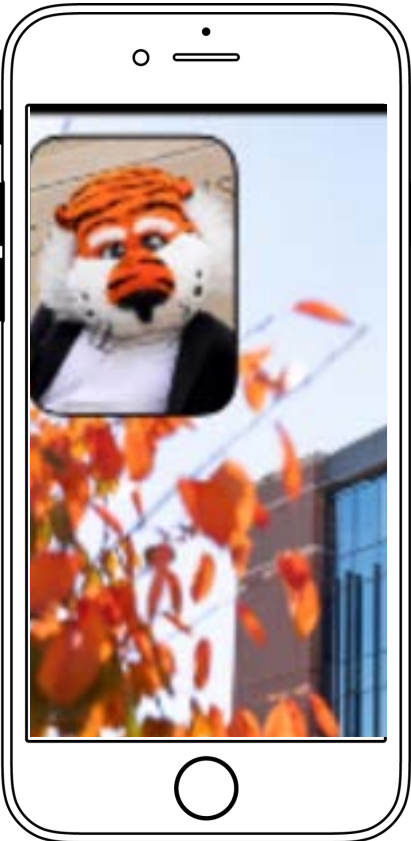
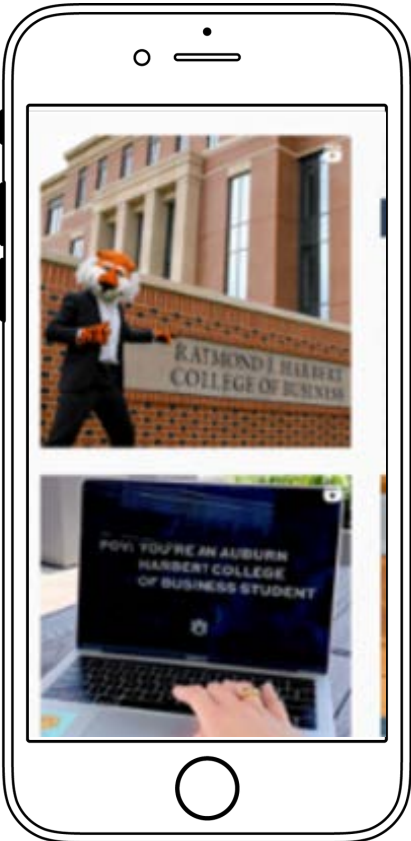
- Liked the faculty and alumni spotlight template
- Very inconsistent posting schedule
- Reel ideas are very informative
- Colors, templates, and filters are inconsistent

Your paragraph text



Competitor Audit: Auburn's Harbert School of Buisness

- Colors are cohesive
- Lots of professional photos and trendy ideas
- Needs more informational posts on main feed



Target Audience

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Before the campaign began we met with the client to revise the campaign objectives and determine the target audience.

Primary Target: Prospective Penelope
Secondary Targets: Junior Joe


PRIMARY TARGET

BUYER PERSONA

PROSPECTIVE PENELOPE

PROFILE

Gender : Female
Age : 18
Education : UNCW Freshman
Occupation : Student
Address : 1190 Walton Dr, Wilmington, NC 28403



“

I am eager to study abroad and want to know more about the opportunities provided in CSB.

BIOGRAPHY

Prospective Penelope is a new freshman at UNCW who is trying to figure out what major path she wants to take. She is exploring her options and is eager to get involved wherever she can.

MOTIVATIONS

She is motivated by passion and money, she is looking for a major that sparks her interest. She is motivated by seeing other students like her.

GOALS

She wants to study abroad before she graduates.
She wants to find a major that strikes her interest.
She wants to find a community of likeminded students.

FRUSTRATIONS

She feels like she does not know of any opportunities on campus.
She doesn't have enough information regarding CSB.
She feels disconnected.

PERSONALITY

Introvert

Extrovert

Thinking

Feeling

Judging

Perceiving

Sensing

Intuition

TECHNOLOGY

Software

Social Media

Mobile App

BRANDS

patagonia

Ω

Starbucks

Instagram

SECONDARY TARGET

BUYER PERSONA

JUNIOR JOE

PROFILE


Gender : Male

Age : 21

Education : UNCW Junior

Occupation : Student

Address : 123 Wrightsville Ave,
Wilmington, NC 28403



“

I am looking for more ways to stay involved with the Cameron School and Business and am interested in keeping up with my peers.

BIOGRAPHY

Junior Joe is a Marketing- Professional Selling student in the Cameron School of Business and is looking for more ways to get involved. He has attended UNCW for the past three years and is a devoted Seahawk.

MOTIVATIONS

He is motivated by experiences and opportunities. He wants to be very active in CSB and is motivated by seeing others do well.

GOALS

He wants to network with his peers.

He wants to see what his peers are up to career-wise.

He wants to complete many internships and be involved in the marketing department.

FRUSTRATIONS

He feels like there are not many ways to connect with other students.

He doesn't feel recognized in his accomplishments.

He is interested in studying abroad but lacks info.

PERSONALITY

Introvert ————— Extrovert

Thinking ————— Feeling

Judging ————— Perceiving

Sensing ————— Intuition


TECHNOLOGY


Software

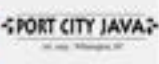
Social Media

Mobile App

BRANDS







Campaign Overview

Types of content we created:

- Study Abroad
- Student Spotlights

Study Abroad



Student Spotlights



Campaign Overview

Study Abroad



Student Spotlights



Instagram Audience Insights

Types of content we created:

Top Cities

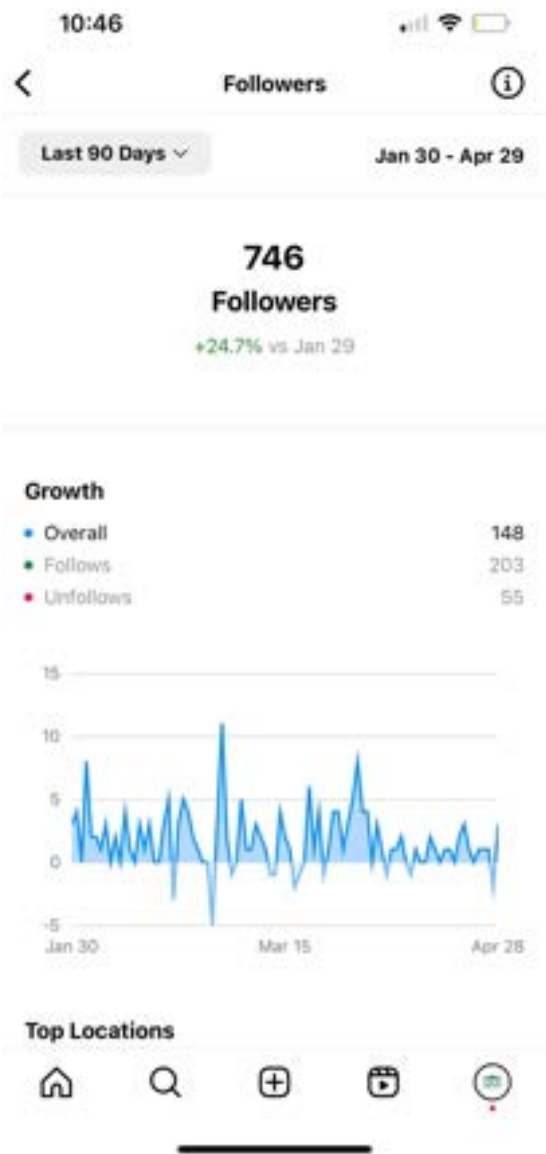
- Wilmington 17.4%
- Charlotte 2.3%
- Raleigh 2.2%
- New York 1.5%

Age Ranges

- 18-24 63.3%
- 25-34 19.5%
- 35-44 5.6%
- 45-54 4.4%

Gender

- 55.7% Men
- 44.2% Women



LinkedIn Audience Insights

- 154 followers
- 151 new followers in the last 90 days
- 62.3% from Greater Wilmington Area
- 7.1% from Raleigh-Durham-Chapel

Follower demographics ⓘ

Location ▾

Greater Wilmington Area - 101 (63.0%)

Raleigh-Durham-Chapel Hill Area - 11 (7%)

Greensboro--Winston-Salem--High Point Area - 9 (5.7%)

Charlotte Metro - 7 (4.4%)

Visitor demographics ⓘ

Job function ▾

Marketing - 61 (19.7%)

Operations - 41 (13.2%)

Education - 27 (8.7%)

Community and Social Services - 21 (6.8%)

Business Development - 20 (6.5%)

Product Management - 11 (3.5%)

Sales - 11 (3.5%)

TikTok Audience Insights

107 New followers

Most active times Tuesdays 10 pm

Age

-18-24 (80.2%)

-25-34 (10.2%)

-35-44 (1.9%)

-45-54 (4.5%)

-55 (3.2%)

Gender

-Female (78.5%)

-Male (21.5%)

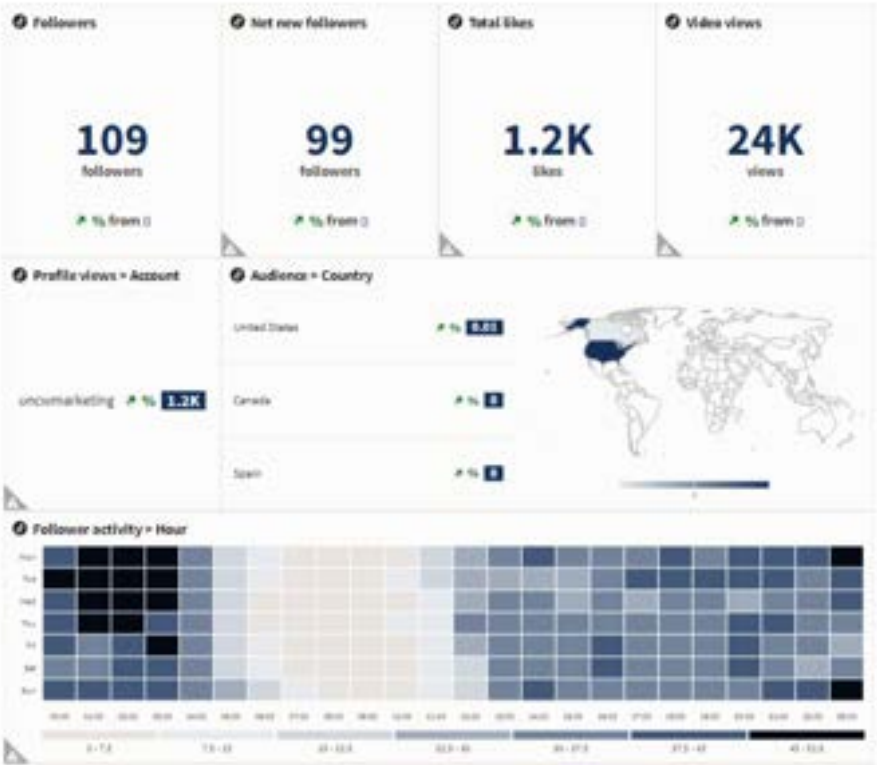
Top Countries

-US: 95.3%

-Spain: 2.8%

-France: 0.9%

-Canada 1%



Overall IG Post Performance

Impressions: 35,836

Reach: 5,283

Engagement: 524



Top IG Post Overall

Impressions: 849

Reach: 638

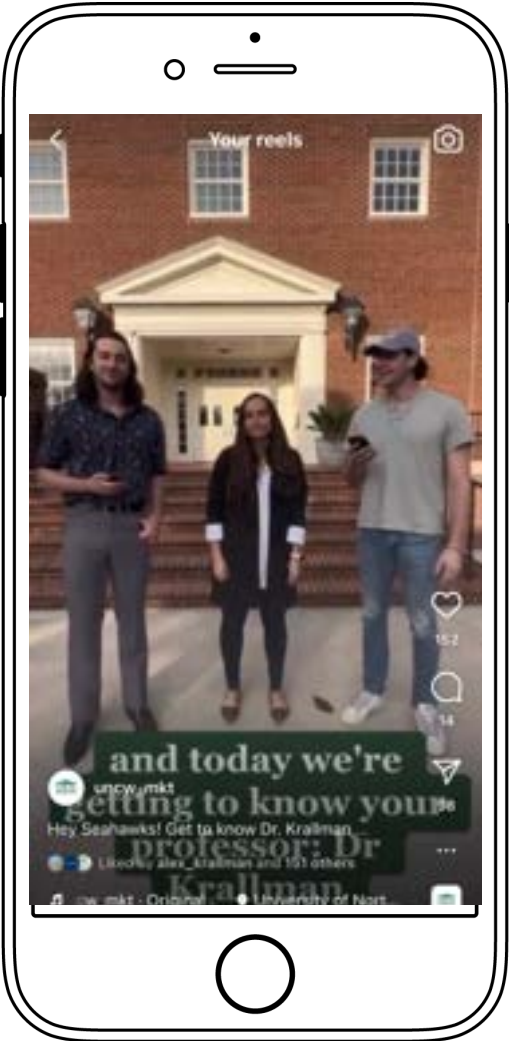
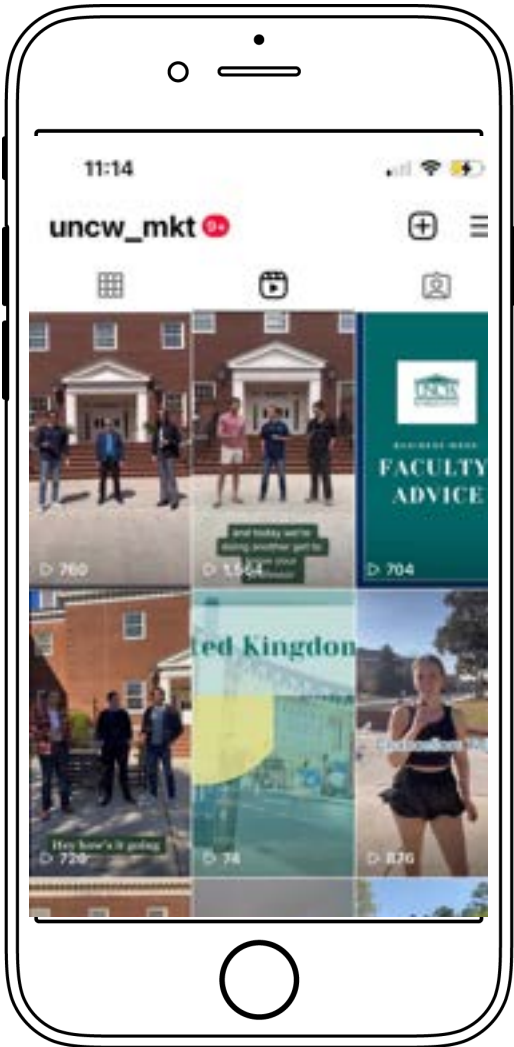
Engagement: 126

Overall IG Reel Performance

Impressions: 11,944

Reach: 3,150

Engagement: 650



Top IG Reel Overall

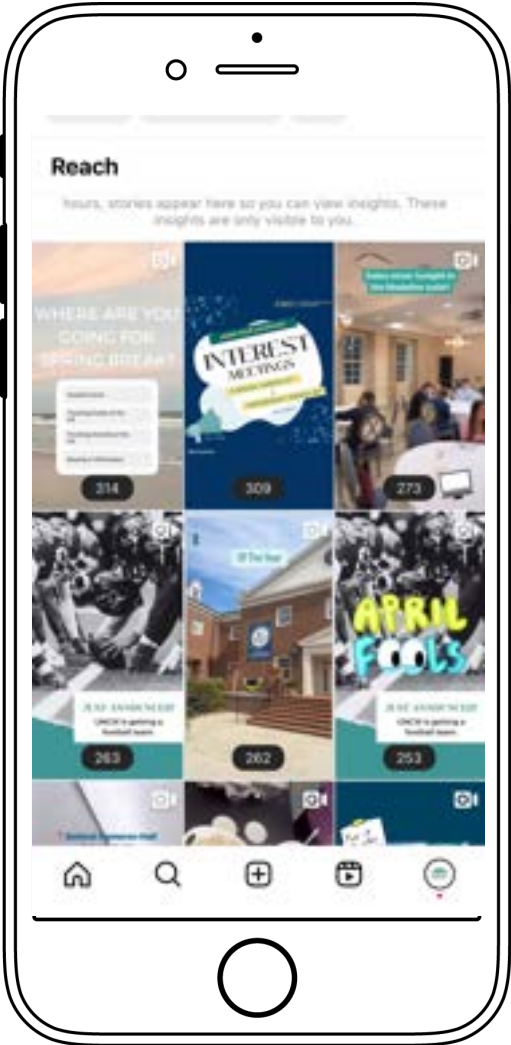
Impressions: 7,045

Reach: 5,795

Engagement: 267

Overall IG Story Performance

Impressions: 12,248
Reach: 620
Engagement: 23



Top IG Story Overall

Impressions: 316
Reach: 314
Engagement: n/a

Overall TikTok Performance

Views: 22,972

Reach: 16,769

Engagement: 1,398



Top TikTok Video

Views: 9,238

Reach: 8.209

Engagement: 494

Overall LinkedIn Performance

Impressions: 5,695

Reach: 2,682

Engagement: 11.37%



Top LinkedIn Post

Impressions: 686

Engagement Rate: 12%

Total Campaign Insights

3,374
Engagements

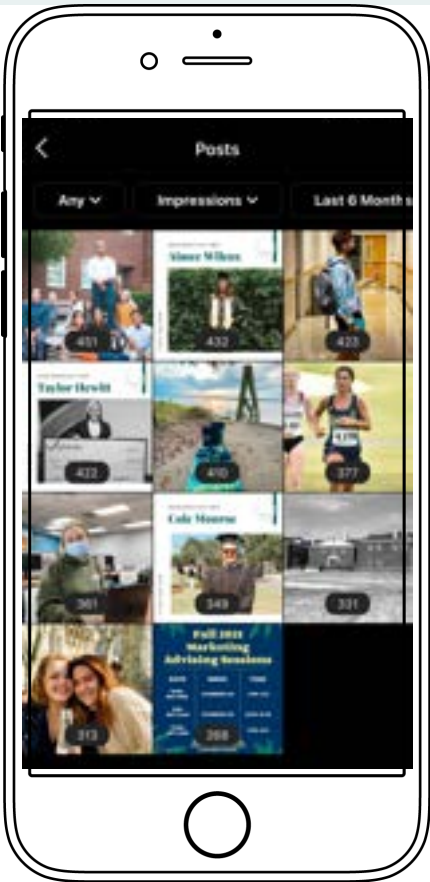
Engagements are the total number of likes, comments, shares, and saves our posts and stories received.



Impressions are the total number of times our posts and stories were seen over the course of the campaign.

64,503

Impressions/Views



24,734

Reach

Reach is the total number of unique people that saw our posts and stories over the course of the campaign.

Instagram Ad



Activity





Moving Forward...

Campaign Recommendations

- Reach out early to the study abroad faculty advisor for deadlines, interest meetings, etc.
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- Ask the students for photos from the study abroad trips.
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- Make the spotlights personal and tag the student's Instagram account.
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- Use content/images of students as much as possible in posts.

Certifications



Samuel Gray

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Education

University Of North Carolina Wilmington, Cameron School of Business

January 2020-Present

- Degree: Bachelor of Science
- Major: Business Administration
- Concentration: Marketing Strategy
- GPA: 3.16/4.0 May 2023

Relevant Courses:

Marketing, Social Media Marketing, Sports Marketing

Work Experience

Marketing Internship, Blockade Runner Beach Resort, Wrightsville Beach, NC

May 2022-Present

- Created and managed TikTok for the hotel
- Assisted in the rebranding process of logos and slogans
- Captured high-quality photos and videos for social media use then edited them using Adobe Photoshop, Adobe Lightroom, and Adobe Premiere Pro
- Audited competitors to improve on deals, social media, and functions around hotel
- Operated DJI Drone for high-quality photos and videos

Founder and CEO, Let's Ride Apparel and Accessories, Winston-Salem, NC

August 2020- September 2021

- Marketing new collections and product designs through social media and ads
- Assembling media partners through large social media platforms such as TikTok and Instagram
- Managing revenue and keeping track of company purchases
- Creation and maintenance of website and social media accounts

Mosquito Technician, Weedman, Winston-Salem, NC

May 2019-July 2020

- Promoted the company through door to door marketing in potential customer neighborhoods
- Administered mosquito protection spray throughout customers yards
- Maintained a clean warehouse

Assistant to Director of Technology, Summit School, Winston-Salem, NC

January 2018-June 2018

- Repaired and maintained technology such as printers, computers, security cameras, and drones around the school campus
- Instructed small groups of elementary schoolers on flying speed drones, and also assisted with the archery club
- Constructed two computers for drone simulators
- Built six Raspberry Pi computers for coding lessons
- Installed Wi-Fi access ports

Extracurricular:

H.O.P.E Volunteer

August 2015-June 2016

- Pack and handout meals to the underprivileged community in Winston-Salem, NC

College Beach Sweep - Volunteer

August 2019-Present

- During college, biweekly would go to beach and help pick up trash and debris