
MARKETING

Portfolio

Sada Hudson

Marketing Strategy & Digital Arts

2023

Executive Summary

My name is Sada Hudson, a senior Marketing Strategy student at UNCW pursuing my Bachelor of Business Administration and a minor in Digital Arts. I am a skilled graphic designer having started my own LLC and worked for multiple companies and clients. I am an officer in UNCW's marketing fraternity Pi Sigma Epsilon and I enjoy staying involved on campus.

In this portfolio I explored survey data from UNCW students that I detailed in a research paper utilizing Excel data analysis and multiple linear regression formulas. The results of the survey with questions about students satisfaction with UNCW was overwhelmingly positive and showed general pleasure with various elements of campus life such as professors, extracurricular activities, and food.

My group in MKT 343 created a variety of unique content pieces such as student personas which can be used to help develop marketing plans, social media posts with A/B testing capability and blog posts. The overall objective was to create a cohesive marketing strategy for UNCW's study abroad department that would assist in the marketing teams outreach and engagement strategy.

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Descriptive Statistics

I. Survey

The general nature of the survey consisted of electronically collecting primary data from students of UNCW about their perceptions on attending the university. Most of the survey questions produced interval data results with a few nominal data results, one ratio data result, and one ordinal data result. The population concerning the survey was all students at UNCW with the sample being the students surveyed. The purpose of the survey was to evaluate students' feelings about variables such as their school courses, extracurriculars, professors, food options, peers, and experience.

II. Analysis

Based on the survey results several conclusions can be made. The mean of the data set regarding courses is 5.88, meaning students believe the quality of courses at UNCW is above average. This supports a mode of 6, meaning this number was chosen most frequently by students. A higher number would indicate a higher level of satisfaction with UNCW courses while a lower number would mean less satisfaction due to the range of options being 1-7. The results of involvement questions are similar, with an average of 5 and a mode of 7. Satisfaction with professors is slightly higher with a mean of 6.10 and a mode of 6. The other categories of questions produced similar metrics. Overall the data can be interpreted to mean that students are overall satisfied with the conditions of life at UNCW.

- Figure 1. Shows the results of the survey question: “Please indicate how you would rate the food options available on campus at UNCW.”
- Figure 2. Shows the results of the survey question: “Please indicate how often you feel happy about your experience at UNCW.”

Fig. 1

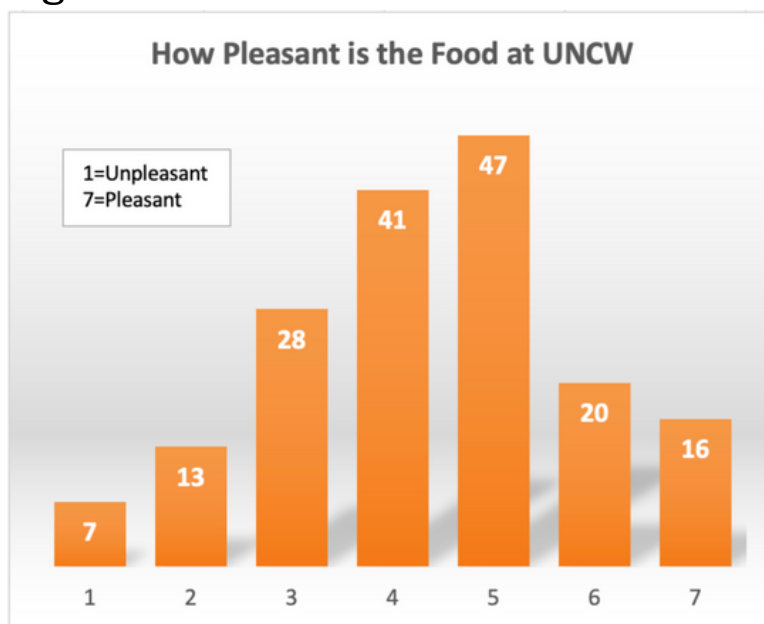
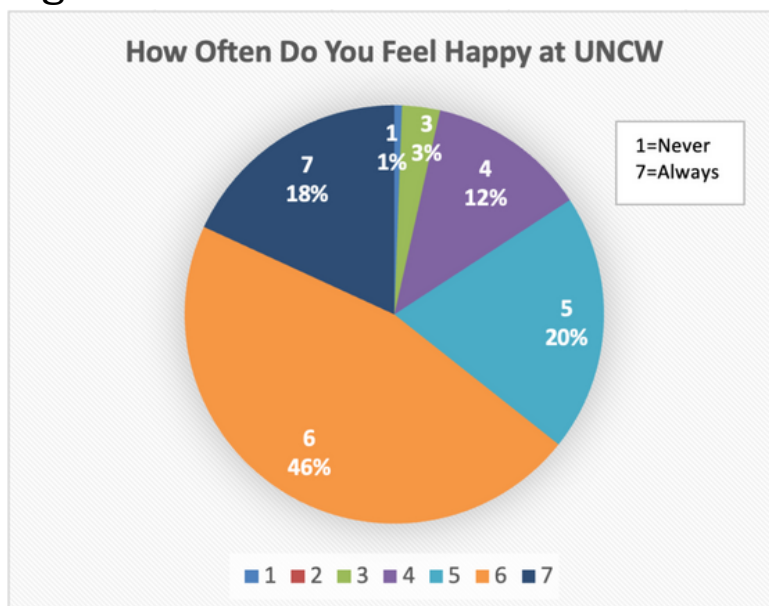


Fig. 2



III. Multiple Linear Regression

a. The statistical model I have chosen compares how campus involvement affects student delight. Is the regression coefficient for “involvement significance” statistically significant? This is important to analyze because UNCW seeks high student satisfaction on campus. Depending on how statistically significant campus involvement is to student delight, UNCW can decide how to budget, plan, and manage campus extracurriculars.

b. A regression analysis was conducted with perceptions of campus involvement as the independent variable and student delight as the dependent variable. High campus involvement was a significant, positive predictor of delight, $B = 0.240$, $t(170) = 3.22$, $p < 0.05$, and accounted for 5.2% ($R^2 = .0519$) of the variance in delight scores.

c. The managerial implications of this data suggest that UNCW should place a high level of importance on campus extracurricular activities. This includes increasing budget and awareness, and improving management.

SUMMARY OUTPUT

| Regression Statistics | |
|-----------------------|------------|
| Multiple R | 0.23983926 |
| R Square | 0.05752287 |
| Adjusted R Square | 0.05197889 |
| Standard Error | 1.05537903 |
| Observations | 172 |

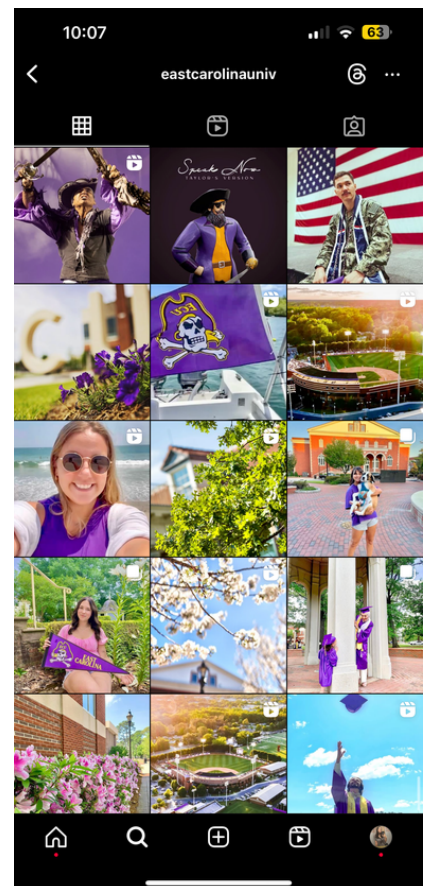
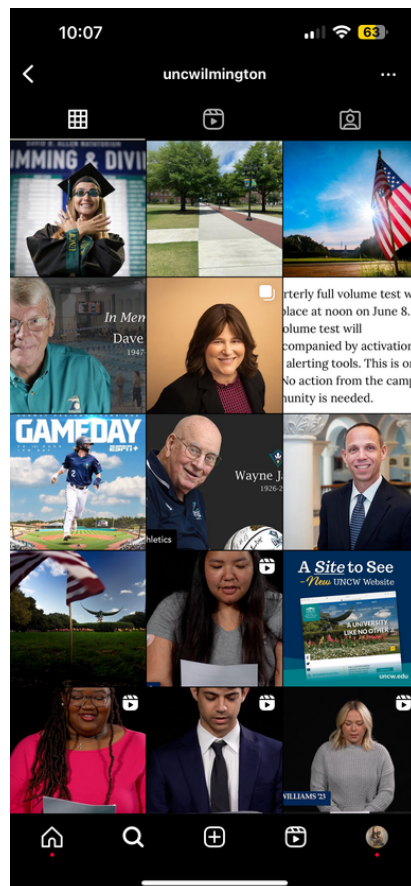
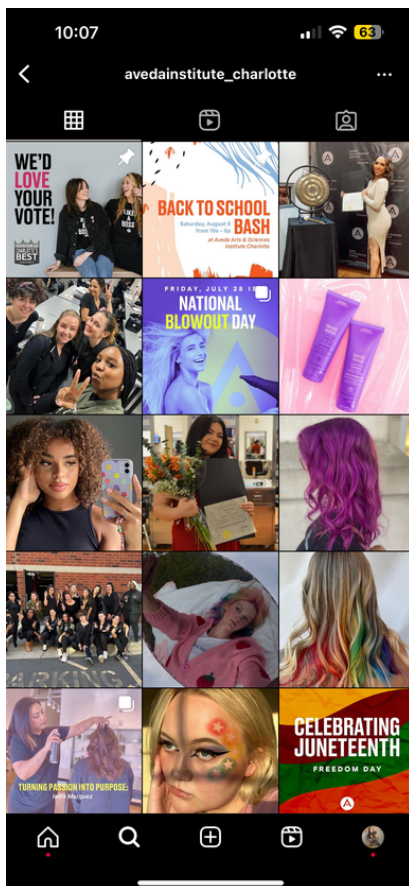
| ANOVA | | | | | |
|------------|-----|-------------|------------|------------|----------------|
| | df | SS | MS | F | Significance F |
| Regression | 1 | 11.55674587 | 11.5567459 | 10.3757296 | 0.001530123 |
| Residual | 170 | 189.3502309 | 1.11382489 | | |
| Total | 171 | 200.9069767 | | | |

| | Coefficients | Standard Error | t Stat | P-value | Lower 95% | Upper 95% | Lower 95.0% | Upper 95.0% |
|---------------|--------------|----------------|------------|------------|-------------|------------|-------------|-------------|
| Intercept | 4.72537413 | 0.24675297 | 19.1502219 | 2.6697E-44 | 4.238279645 | 5.21246862 | 4.23827964 | 5.21246862 |
| Involvement_3 | 0.14871766 | 0.046169294 | 3.22113794 | 0.00153012 | 0.057578706 | 0.23985662 | 0.05757871 | 0.23985662 |

IV. Recommendation

The statistical analysis reveals the importance and significance that campus involvement has on student delight. The recommendation I have for UNCW is to provide marketing training for all UNCW organizations and clubs to help them gain new members and increase campus involvement. I believe this would help more students become involved in extracurricular activities and the clubs themselves become more organized. Training could include website development, social media management, and simple graphic design classes to help clubs make flyers, social posts, and other marketing collateral.

Social Media Audit



Analysis on Instagram

Competitor Audit

1. Direct: ECU
2. Substitute: Aveda Institute - Charlotte
3. ECU has almost 50k followers while Aveda, a small hair stylist institute, has only about 4k followers.
4. Both ECU and Aveda post about every 2-3 days, while UNCW posted only around twice a week.
5. What type of content do they post?
 - a. ECU: A combination of trending images, campus pictures, student features, and sports highlights
 - b. Aveda: Student spotlights, product features, hair and makeup results, and upcoming events.
6. The objective of the post is to connect students with what is going on with the university. It allows students to stay up to date on how the athletic programs are doing, as well as any new updates to the school or any events that may be going on. It helps to create a sense of a community that everyone who attends the school can feel a part of.
7. Engagement can be observed through the number of interactions with the post, such as likes, comments, and shares.
8. ECU's posts are very visually appealing and paint a beautiful picture of the campus. However the content is not very academic focused and instead seems to just highlight sports and attractive photos of the campus and students. Aveda posts a good variety of content and it is all very aesthetically pleasing which is on brand for their target audience. It would be helpful if there was more content directed towards prospective students.

Social Media A/B Posts

Objective

To reach as large an audience as possible and to generate interest in the study abroad options for Cameron School of Business students

Target

All UNCW students but particularly Cameron School of Business students.

KPIs

How many likes it receives and how much positive feedback is left in the comments

Posting Strategy

Post on Instagram. Because the seminar is on Thursday the post will go out in the morning around 10am the Monday before.

Social A/B Content

Treatment Post



The treatment ad will work better because the multiple pictures showcase different study abroad locations and it will be easier for students to picture themselves studying abroad.



Control Post

Personas

MARY GARCIA

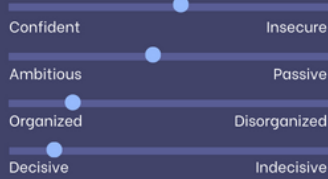


Gender: Female
 Age: 19
 Education: Bachelor's degree
 Major: Marketing Strategy
 Address: Wilmington, NC

BIOGRAPHY

Foreign exchange student from Spain, here for the semester to study for her BBA. Looking to meet fun people and see all the city of Wilmington has to offer.

Personality



Motivations

Travel as much as possible to learn about global marketing trends to stay ahead of the game and excel in a marketing career.

Skills



Goals

- Learn French and German
- Work for a European fashion company
- Travel to all 7 continents

Frustrations

- Language barriers while traveling
- Noisy dorms on weekday nights
- Parking tickets on campus

Brands

WhatsApp, Lancome, ZARA, Google, Microsoft, Ryan Air, Starbucks, Barnes & Noble, World Market, Taco Bell

LIAM THOMPSON



Gender: Male
 Age: 21
 Education: Bachelor's degree
 Major: Marketing Strategy
 Address: Wilmington, NC

BIOGRAPHY

Marketing strategy major from the mountains of NC. Member of the UNCW Surf Club, loves to camp, watch football, and hang out with the boys.

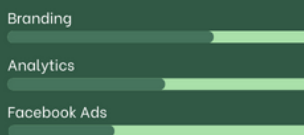
Personality



Motivations

Work hard and continue to increase my knowledge of marketing in sports in order to prepare for a long successful career.

Skills



Goals

- Become a marketing strategist for the NFL
- Create a sports marketing club
- Help fundraise for UNCW sports

Frustrations


- Difficulty contacting professors
- 8am classes
- Fisher Starbucks is always out of stock

Brands

Adidas, Chickfila, Patagonia, Xtratuf, Levis, Twitch, Four Loko

Personas

AVA DAVIS



| | |
|-----------|---------------------|
| Gender | Female |
| Age | 20 |
| Education | Bachelor's degree |
| Major | Marketing & Finance |
| Address | Wilmington, NC |

BIOGRAPHY

Double business major, sister of Zeta sorority, works on campus at the bookstore. On the intramural soccer team.

Personality

Confident vs Insecure: Confident (80%)

Ambitious vs Passive: Ambitious (70%)

Organized vs Disorganized: Organized (60%)

Decisive vs Indecisive: Decisive (50%)

Motivations

Climb the corporate ladder while maintaining a vibrant social life and healthy lifestyle.

Skills

Email Marketing: 70%

Microsoft Office: 80%

Facebook Ads: 60%

Goals

- Work at a large company in a big city
- Network through school organizations
- Be a leader in the UNCW alumni assoc.

Frustrations

- Coworkers/peers that slack off
- Unclear assignments
- Lack of healthy food options on campus

Brands

Robinhood, Apple, Threads, TikTok, Credit Karma, Lululemon, CAVA, Mint, LinkedIn

Blog 1 Mockup

Keywords

UNCW, study abroad, tips, global

Objective

Empower foreign exchange students to make the most of their time at UNCW and inspire resident UNCW students to do their own study abroad trips

Target

Students studying abroad at UNCW or prospective study abroad students. The persona matches the blog because it is a foreign students perspective on life at UNCW and what to do to enjoy school as well as academics.

KPIs

The amount and value of content in the comments, and shares on social media. Also the amount of organic foot traffic that increases at the Office of International Programs at UNCW and views on its webpage.

Monthly Search Volume

40,500

Blog 1

Thriving as a Study Abroad Student at UNCW Wilmington: A Spanish Girl's Perspective

Studying abroad is an exciting and transformative experience, offering a unique opportunity for personal growth, academic enrichment, and cultural exploration. For a girl from Spain, attending the University of North Carolina Wilmington (UNCW) presents a world of possibilities. However, with cultural differences and new challenges to face, thriving as a study abroad student requires preparation, adaptability, and an open mind. In this blog, we will explore essential tips and advice for study abroad students to make the most of their time at UNCW and truly thrive in the United States.

1. Embrace Cultural Exchange

One of the most enriching aspects of studying abroad is the opportunity to immerse oneself in a different culture. Embrace the American way of life by actively participating in campus events, clubs, and organizations. Engage with local students and immerse yourself in the community to develop a deeper understanding of American customs and traditions. Simultaneously, share your own cultural background with newfound friends, helping foster mutual respect and understanding.



2. Get Involved on Campus

UNCW offers a vibrant campus life, brimming with activities and organizations tailored to diverse interests. Joining clubs or student organizations can help you meet like-minded individuals and feel more at home. Whether you're interested in sports, arts, community service, or academics, there's likely a club for you. Some of the most unique clubs at UNCW include [Surf Club](#), Real Estate Investment Club, and Film Club. Participating in campus life will not only enrich your experience but also help you create lasting memories and friendships.



3. Seek Support and Resources

Moving to a new country can be challenging, but UNC Wilmington provides ample support for study abroad students. The [Office of International Programs \(OIP\)](#) can be a valuable resource for guidance on academics, housing, and cultural adaptation. They may also connect you with a mentor or an international student community to ease your transition. Additionally, don't hesitate to approach professors, academic advisors, or the university counseling services if you encounter any academic or personal challenges.



4. Explore Off-Campus Opportunities

While campus life is essential, don't limit your experience solely to the university grounds. Wilmington, a coastal city in North Carolina, offers a host of attractions and activities to explore. From pristine beaches and charming historic districts to outdoor adventures and cultural events, the city has something for everyone. Take the time to discover the local culture, cuisine, and natural beauty – it will make your study abroad journey even more rewarding.



5. Balance Academics and Exploration

As tempting as it may be to prioritize travel and exploration, remember that you are primarily a student. Maintaining a healthy balance between academics and personal adventures is crucial for academic success and personal well-being. Plan your time wisely, stay organized, and set realistic goals to excel academically while still making time for exploration and leisure activities. Some popular activities for Seahawks off-campus include soaking up the sun on Wrightsville Beach, having a snack at Islands, or playing a game of beach volleyball at [Captain Bills](#).



6. Improve English Proficiency

While studying at UNCW, you'll be surrounded by a vast majority of people who speak English, making it an ideal environment to improve your language skills. Take advantage of this opportunity to enhance your English proficiency by engaging in conversations with native speakers, attending language exchange events, and seeking out language resources on campus. Not only will this improve your academic performance, but it will also boost your confidence in daily interactions



7. Embrace Independence

Studying abroad requires a degree of independence, and this experience will help you grow as an individual. Embrace the chance to learn how to manage your finances, handle daily tasks, and navigate through unfamiliar situations. Though it might be daunting at first, this newfound independence will empower you and equip you with life skills that will be valuable long after your study abroad journey concludes.



8. Navigating Homesickness

Adjusting to a new country can be exhilarating, but it's also normal to experience moments of homesickness. Remember that it's okay to miss home and your loved ones. When feelings of homesickness arise, reach out to your fellow international students who may be experiencing similar emotions. Additionally, stay connected with family and friends back home through video calls or letters, and find comfort in sharing your experiences with them. Embrace this as a natural part of your study abroad journey, and let it fuel your desire to make the most of your time at UNC Wilmington.



As a Spanish girl studying abroad at the UNCW, the opportunities for growth, exploration, and cultural exchange are boundless. By embracing cultural diversity, getting involved on campus, seeking support, exploring the local community, balancing academics and leisure, improving English proficiency, and embracing independence, you will be well on your way to thriving as a study abroad student in the United States.

Studying at UNCW is not just about academic pursuits but also about creating lasting memories, building cross-cultural friendships, and broadening your horizons. Embrace every challenge and opportunity with an open heart, and this transformative experience will leave an indelible mark on your life, shaping you into a more confident, adaptable, and globally aware individual. Thinking of studying abroad yourself? Come to the Office of International Programs to learn more about your study abroad options at UNCW!

Blog 2 Mockup

Keywords

masters degree, UNCW, NYU, top 10, marketing

Objective

To highlight different masters programs for marketing at different schools to show why it is important to find the right fit

Target

Undergrad students looking to further their education with a masters degree in marketing

KPIs

The amount of comments with feedback and the amount of signups for the newsletter that were generated from the blog post.

Monthly Search Volume

74,000

Blog 2

Top 10 Best Master's Programs for Marketing

Embarking on a journey to pursue a Master's degree in Marketing is an exciting step towards a successful career in the dynamic and ever-evolving field of business. As a student at the University of North Carolina Wilmington (UNCW), I understand the significance of selecting the right program that aligns with my aspirations and provides a solid foundation for professional growth. This list highlights the top 10 best Master's programs for Marketing, offering insights into each program's strengths, faculty, and opportunities for hands-on learning.

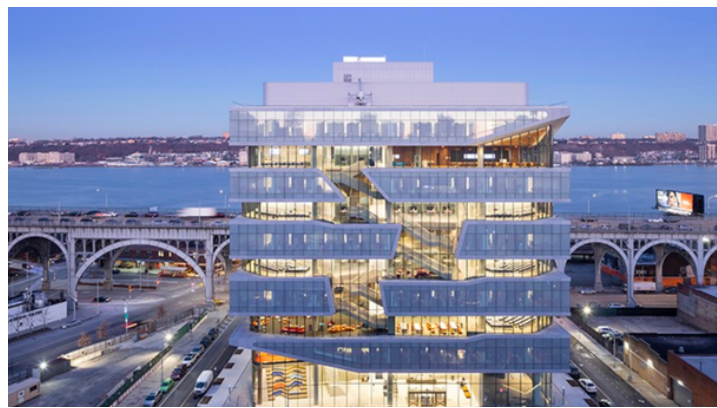
1. Kellogg School of Management - Northwestern University

Renowned for its marketing excellence, [Kellogg School of Management](#) offers a Master's in Marketing program that combines cutting-edge marketing strategies with rigorous academic coursework. With a diverse and experienced faculty, students gain exposure to various industry perspectives. Kellogg's strong corporate connections and an extensive alumni network provide unparalleled opportunities for internships and job placements in prestigious organizations.



2. Columbia Business School - Columbia University

Columbia Business School's Master's in Marketing Science program emphasizes data-driven marketing techniques and strategic decision-making. The curriculum offers a blend of marketing analytics, consumer behavior, and brand management courses. As a student, you'll benefit from the school's location in New York City, enabling access to leading marketing firms and a vibrant marketing community.



3. Fuqua School of Business - Duke University

Duke University's Master of Management Studies (MMS) program with a concentration in Marketing offers an immersive and hands-on learning experience. With a focus on experiential learning, students tackle real-world marketing challenges through consulting projects and internships. Fuqua's strong emphasis on teamwork and leadership development prepares graduates for leadership roles in the marketing industry.



4. Haas School of Business - University of California, Berkeley

For students seeking a cutting-edge program that integrates technology and marketing, Haas School of Business offers a Master's in Marketing program with a focus on digital marketing and data analytics. Berkeley's location in Silicon Valley provides ample networking opportunities with tech giants, startups, and innovative companies at the forefront of marketing innovation.



5. Stern School of Business - New York University

NYU Stern's Master's in Marketing program equips students with a comprehensive understanding of brand management, market research, and consumer insights. The program emphasizes creativity and innovation in marketing strategies. Studying in the heart of Manhattan exposes students to a diverse and dynamic marketing landscape.



6. Kenan-Flagler Business School - University of North Carolina at Chapel Hill

For a top-notch marketing program in North Carolina, look no further than the Kenan-Flagler Business School. The school's Master's in Marketing program emphasizes practical marketing skills, including market analysis, strategic planning, and digital marketing techniques. Engaging with local businesses and collaborating on real marketing projects offers valuable industry exposure.

**7. McCombs School of Business - University of Texas at Austin**

The Master of Science in Marketing program at McCombs School of Business is designed to develop marketing leaders with strong analytical skills. The program emphasizes data-driven decision-making, market research, and consumer behavior analysis. Austin's vibrant entrepreneurial ecosystem and a strong tech presence provide unique opportunities for marketing enthusiasts.

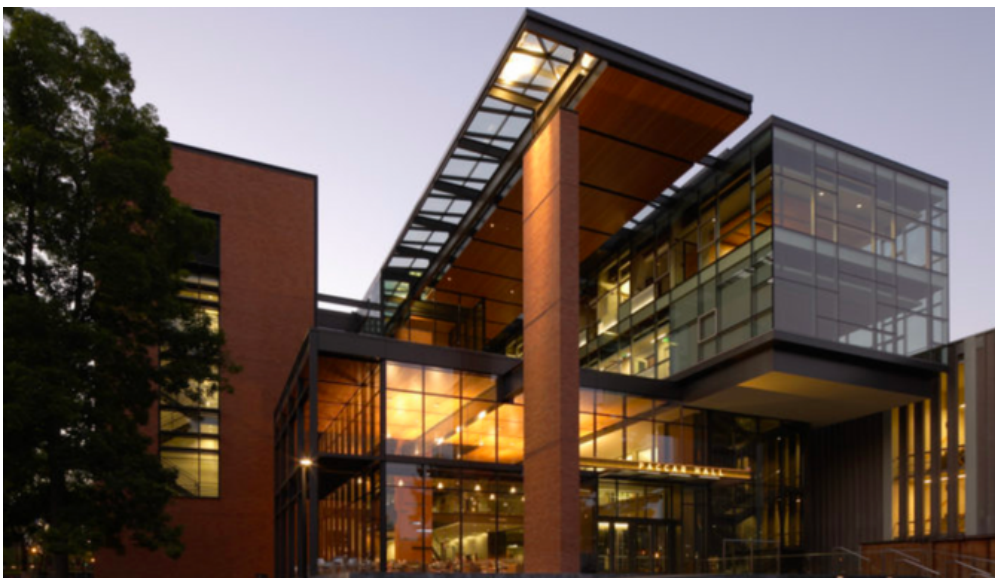


8. Fisher College of Business - The Ohio State University

Fisher College of Business offers a Master's in Marketing and Strategy program that focuses on a blend of marketing theory and practice. The curriculum covers a wide range of marketing topics, including advertising, branding, and sales management. Fisher's emphasis on teamwork and experiential learning prepares students for real-world marketing challenges.

**9. Foster School of Business - University of Washington**

The Foster School of Business offers a Master's in Marketing Analytics program that caters to students interested in the data-driven side of marketing. The curriculum equips students with strong analytical skills and emphasizes the use of marketing analytics to make informed marketing decisions. Seattle's vibrant tech scene provides ample opportunities for hands-on experience.



10. Robert H. Smith School of Business - University of Maryland, College Park

The Master of Science in Marketing Analytics program at the Robert H. Smith School of Business offers a comprehensive curriculum that covers marketing research, data analysis, and digital marketing strategies. With a focus on analytics and market research, students gain practical skills highly sought after by employers.



Selecting the right Master's program in Marketing is a critical decision that can significantly impact your future career path. As a student at the University of North Carolina Wilmington, exploring these top 10 programs offers a glimpse into the diverse opportunities available. From data-driven marketing to strategic decision-making, each program provides a unique approach to marketing education.

Consider factors such as curriculum, faculty expertise, networking opportunities, and location when making your decision. Remember that pursuing a Master's in Marketing not only equips you with essential marketing skills but also opens doors to a global network of marketing professionals and potential career opportunities. Subscribe to our newsletter to receive updated information about marketing programs, study tools, and job opportunities!

Resume

Sada Hudson

sadarhudson@gmail.com | 910-632-4722 | linkedIn.com/in/sadahudson | voyagegraphicsilm.com

EDUCATION

University of North Carolina at Wilmington, Cameron School of Business **Spring 2024**
Bachelor of Science in Business Administration | Concentration: Marketing | Minor: Digital Arts

- GPA: 3.83
- Pi Sigma Epsilon: Marketing & Sales Fraternity | CamGear Chair
- Real Estate Investment Club | Marketing Manager
- Dean's List: Fall 2022, Spring 2023

WORK EXPERIENCE

Graphic Design & Marketing Intern, Think Big Picture, LLC, Wilmington, NC **May 2022 - Present**

- Design and create social media content for clients in the entertainment industry including animated graphics, music release assets, and promotional material.
- Collaborate with peers on the organization and implementation of marketing tactics across 20+ clients

Owner | Graphic Design & Marketing, Voyage Graphics, Wilmington, NC **June 2020 - Present**

- Manage email marketing accounts of multiple clients by designing, creating, and sending promotional emails, newsletters, and announcements with an average open rate of 34%.
- Develop automatic trigger email flows: abandoned cart, customer win-back, product cross-sell.
- Monitor email performance based on revenue per click, audience engagement, and on-site navigation history to report return on investment and analyze customer behavior.
- Lead calls with clients to determine strategic email topics and develop a sending schedule to maximize engagement and customer spend per campaign within budget parameters.
- Design logos, product packaging, brochures, business cards, websites, and social media content.

Lead Graphic Designer, Doctors Weight Loss, Pembroke Pines, FL **August 2018 - November 2021**

- Responsible for email, social media, and print marketing as well as Shopify website management.
- Generated over \$1.3 million across 200+ email campaigns and online advertisements.
- Created logos, web pages, product packaging, and printed collateral across the company's three brands as well as their multiple sister businesses to create a consistent and engaging aesthetic.
- Developed a tiered meal plan system by creating product packages, landing pages, pricing plans, and PDF diet guides as well as packaging which became a best-selling system.

SKILLS

-
- **Adobe Creative Suite:** Illustrator, Photoshop, InDesign, AfterEffects
 - **Shopify and Wix** website design, maintenance, listing management, collection curation
 - **Klaviyo, Mail Chimp, Constant Contact, and SendinBlue** email marketing platforms
 - **Microsoft Office:** Excel, PowerPoint, Word, Access
 - **Hootsuite, Zoho, Asana, and Canva** experience
 - **Amazon Seller Central:** A+ Content, storefront building, listing management
 - **Meta** social media content creation, management, and analytics

Graphic Design



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