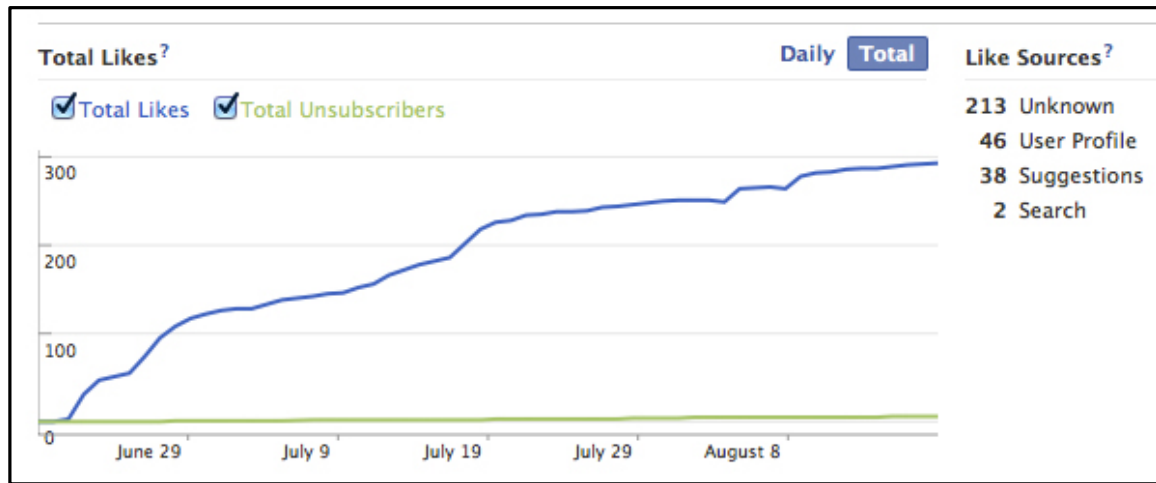


William Blowers Marketing & Social Media Portfolio



Go Africa Adventures Facebook Page:

Starting numbers:

- 76 “friends” & 0 Page “likes”

Numbers following campaign:

- 295 “likes”
 - **+290% increase**

Go Africa Adventures Twitter Page:

Starting numbers:

- 66 Followers & 116 Following

Numbers following campaign:

- 2600 Followers & 2700 Following
 - **+2100% increase**

Go Africa Hunting Facebook Page:

Starting numbers:

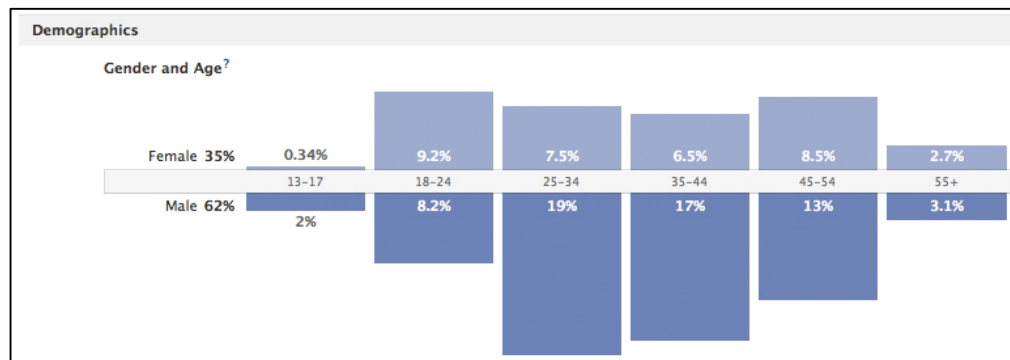
- 2700 Friends

Numbers following campaign:

- 3704 Friends
 - **+37% increase**

Additional Performance Metrics:

- 43,101 Post Views from Facebook in 2 months
 - Range of views: 182 Views per day (max) 25 Views per day (min)



Above, you'll find the performance metrics from several marketing campaigns I participated in while working for Go Africa Adventures and Go Africa Hunting.

The following links lead to some professional profiles I have worked on:

<https://www.facebook.com/WallyPilot>

<https://www.facebook.com/GoAfricaAdventures>

<https://twitter.com/#!/GoAfricaAdv>

Below, you'll be able to access my work as a social media intern for the University of Portland Athletics Marketing Department. I created promotional videos, posters, and social media posts for sporting events and other initiatives to support the community.



This image was used for a guerrilla marketing campaign at the University of Portland. We printed hundreds of these, attached them to cardboard, and placed them strategically around campus & the surrounding neighborhood.



I mass produced this poster and distributed them around campus & online.

I designed apparel for our basketball teams to be shot out of a T-shirt cannon for the Halloween games we were promoting. The shirt below is an example from the series:

