



Save the Waves

Thoughtful Digital Marketing Portfolio of Olivia Hampton

About Me and My Work

I'm Olivia, a digital marketer with a love for blogging, social media, and email marketing. I specialize in content marketing, branding, Instagram strategy, and I'm a huge Twitter fan. I am also skilled in campaign management, setting KPIs, building buyer personas, crafting empathy maps, and writing compelling copy. I built and maintain a blog on Squarespace and even create all my own GIFs!

However, it has been quite a journey to get here, and I'd like to share a little bit about my background. I graduated in 2015 with a BA in journalism. I enjoyed my time studying journalism and learned foundational communication skills that are universally transferable, but I knew life in a newsroom was not for me. I had a spark of interest in marketing and loved creating content, but had no idea how to translate this spark into a career flame and pushed my passion to the backburner. I spent the next few years working freelance and sales positions, helping startups in Baltimore grow, and even moving across the country to San Diego for a position in customer experience. I was able to dip my toe into some marketing projects in a few of these roles, but sales and client experience were always my primary responsibilities.

When Covid-19 hit, I landed back in my hometown to help out my family. With the itching feeling that it was time to make a definitive career move, I started the search for digital marketing resources. I landed in Thinkful's digital marketing program and something instantly clicked. I devoured the lessons and even decided to start a side project based on my favorite quarantine past time, television. Waking up every morning to create content, develop strategy, and learn more about digital marketing is so rewarding.

I feel so lucky to have found my passion in a time with so much uncertainty. This portfolio is a culmination of the skills I have developed throughout the program as well as my passion for writing and content creation. Enjoy!

Buyer Persona: Student Surfer Sadie



Location: San Diego, CA

Age: 18-25

Marital Status: Single

Profession: Student

Income: Less than \$30,000

Identifiers

- Reads surfer blogs, studies oceanography
- Follows professional surfers, national geographic, and ocean preservation accounts on Instagram and TikTok

Influences

- Friends and fellow surfers
- Instagram ads
- TikTok and Instagram influencers

Objections

- Follows too many other foundations
- Does not have money to support cause
- Time constraints with studying and classes

Challenges

- Scheduling as she is mainly in classes during surf events
- Donations might not fit into student budget

Goals

- Attend events
- Share information about Save the Waves with her spheres of influence
- Encourage classmates and her surfer community to attend and promote Save the Waves events
- Purchase Straws and Water Bottles

Opportunities

- Purchase reusable straws and stainless steel water bottle for self and as gifts for family and friends
- Increase attendance and awareness of Save the Waves events
- Larger social media audience and increased engagement

Empathy Map: Student Surfer Sadie

Says

- “I want to do something, but don’t have money to spare.”
- “I hate running into trash on my morning surf.”
- “Have you read about all of this plastic pollution in the ocean?”

Does

- Reads blog posts on waste-free living.
- Organizes beach cleanups with her friends.
- Follows famous surfers on Instagram and TikTok.

Thinks

- What changes can I make to reduce plastic pollution?
- How do I get my friends and family to care about plastic waste?
- Where can I meet people who are also worried about this issue.

Feels

- Changing my habits alone isn’t enough.
- Scared and helpless against plastic pollution.
- Excited about getting to meet like-minded surfers.



5 Changes You Can Make to Reduce Plastic Waste and Save Our Oceans

HOW LONG DOES
IT TAKE FOR
PLASTICS TO
BREAK DOWN
IN THE OCEAN?



PLASTIC CUP

450 YEARS

PLASTIC STRAW

200 YEARS



PLASTIC BAG

20 YEARS

DIAPER

500 YEARS



PLASTIC BOTTLE

450 YEARS

SAVETHEWAVES.COM

[To view this blog, please click here](#)

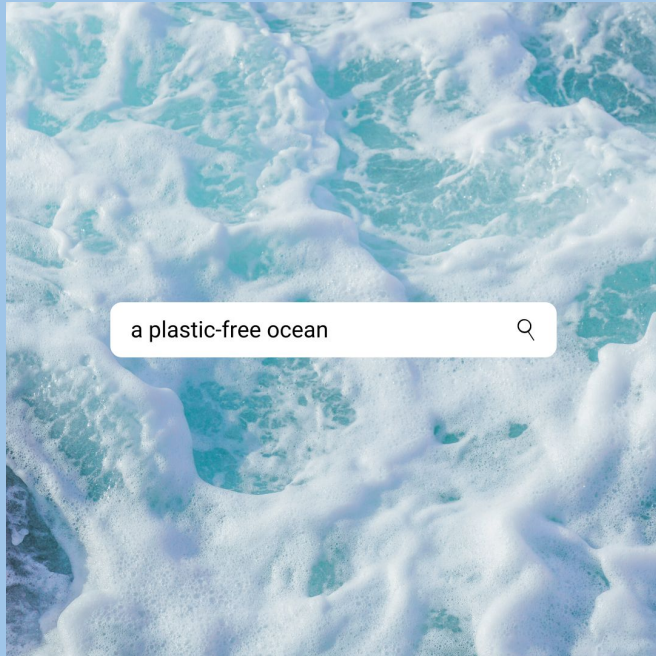
Blog: Surfers Save the Waves

[To view this blog sample, please click here.](#)



Save Our Waves Email Samples

Please click the images below to access these email campaigns.




Audience: all newsletter subscribers
Preview Text: Small changes can save our oceans from plastic pollution.

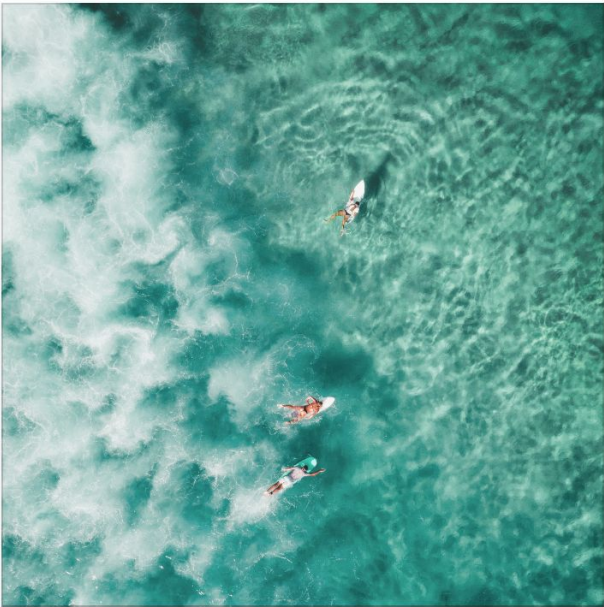


Audience: all prior customers and donors
Preview Text: Save the Waves and take care of your holiday shopping with us!

Save Our Waves Facebook Samples

 **Save the Waves**
Sponsored Like Page


We're on a mission to protect our #waves from plastic pollution. Join us!



Be a Hero to Our Oceans! Donate today.
Save the Waves is a 501c3 organization.


[SAVETHEWAVES.COM](https://www.savethewaves.com) Donate Now

20 562 Comments 311 Shares

 **Save the Waves**
Sponsored Like Page

Did you know there are 5.25 trillion pieces of plastic in our oceans? At Save the Waves, we are committed to #plasticfreeoceans.

Click the link on our page to register for the next beach clean-up in your area!



20 562 Comments 311 Shares

Like Comment Share

 **Save the Waves**
Sponsored Like Page

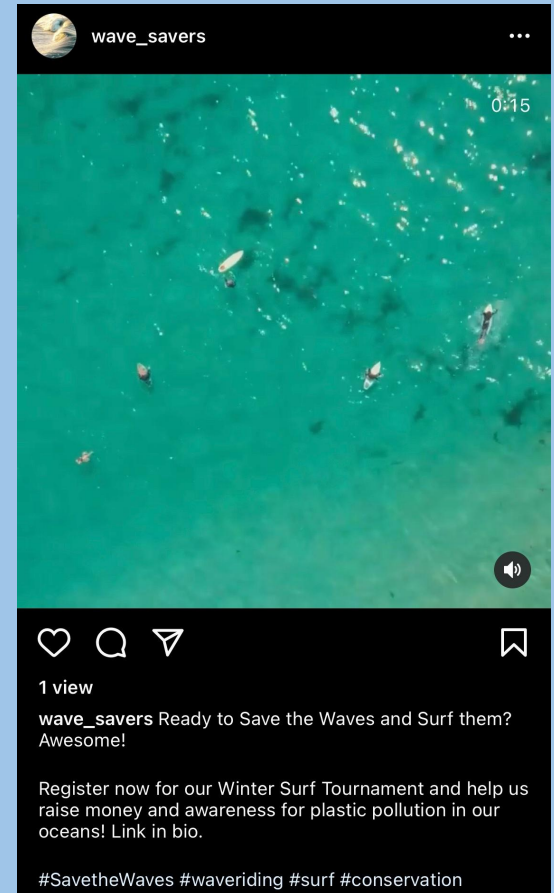
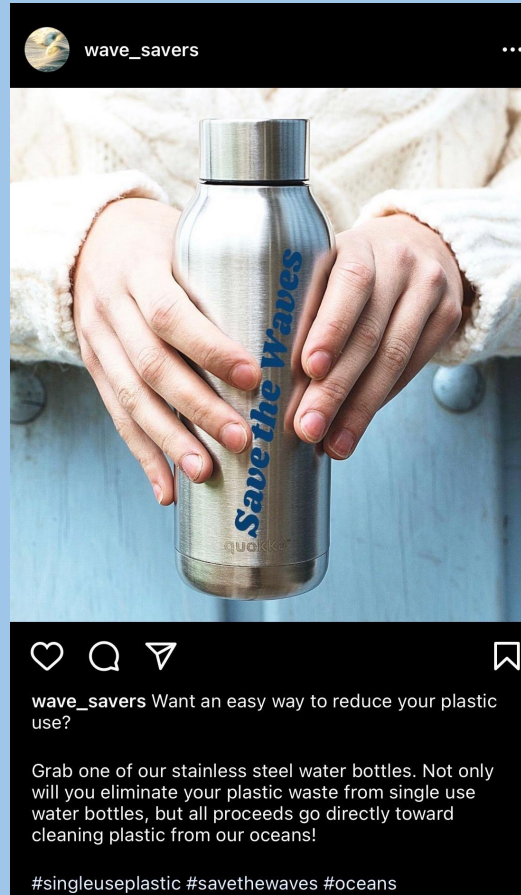
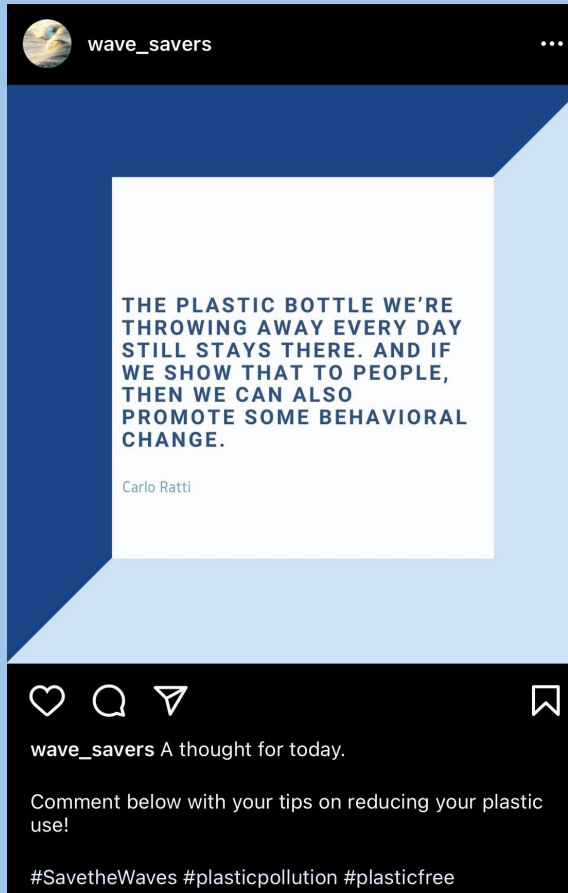
Bring your own produce bags to the grocery store. #SingleUse plastic bags can take up to 1,000 years to degrade.

Comment below with your #plasticfree tips!

20 562 Comments 311 Shares


Like Comment Share

Save Our Waves Instagram Samples



Save Our Waves Instagram Samples

wave_savers



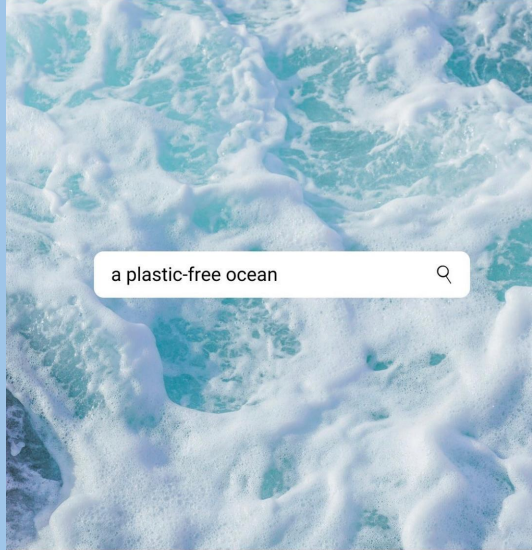
♥️ 💬 📌

wave_savers Whether you swim, surf or paddle, there's nothing like getting out into the open water. Help us preserve this feeling for generations to come.

Comment below with your favorite ocean activity!

#SavetheWaves #conservation #oceanpreservation

wave_savers



a plastic-free ocean 🔍

♥️ 💬 📌

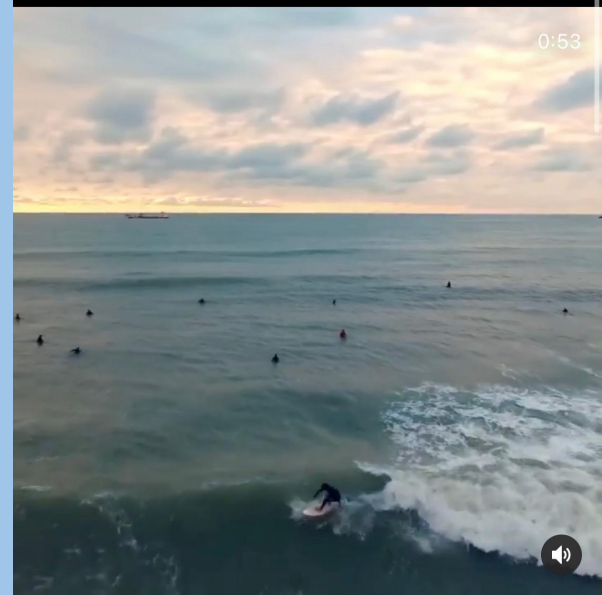
2 likes

wave_savers We want to make this Google search a reality.

Donate now to support our efforts to eliminate ocean plastic pollution!

#oceans #plasticpollution #savethewaves

wave_savers



0:53 🔊


♥️ 💬 📌

1 view

wave_savers There's nothing like this feeling. What's your ideal surf time?

#SavetheWaves #surflife #sunsetsurf


Save Our Waves Twitter Samples



Save the Waves
@WaveSavers

Ready to #SavetheWaves while you #surf them? Our Winter Surf Tournament benefits #OceanConservation. Sign up below!

1:24 PM - 12 Nov 2020



Register for the Save the Waves Winter Surf Tourney here!

Install

← 416 647 ...



Save the Waves @WaveSavers

Ready to ditch wasteful #plastic bottles? Make a statement on #ocean conservation with a #SavetheWaves water bottle!



← 416 647 ...

Promoted

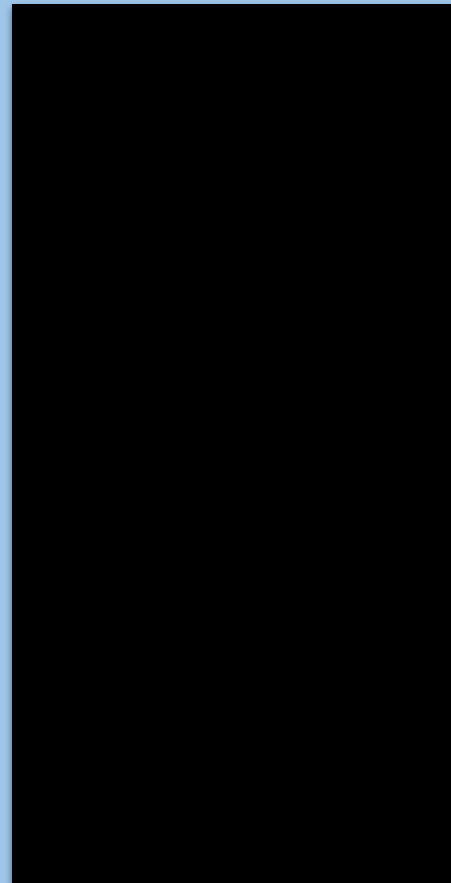
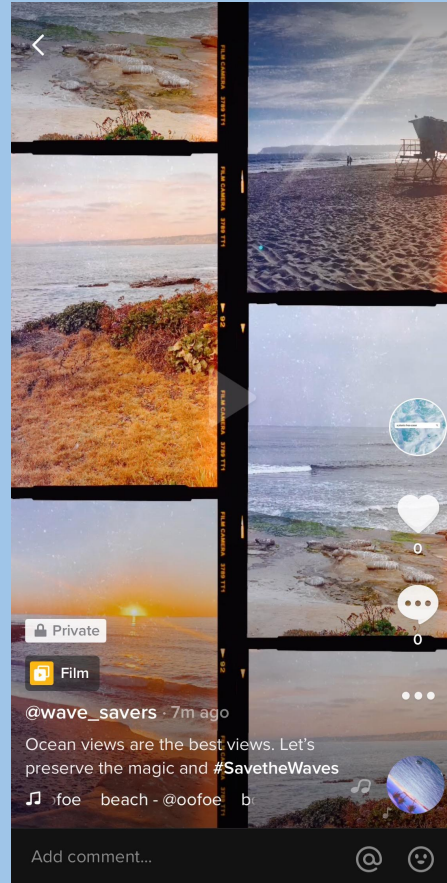
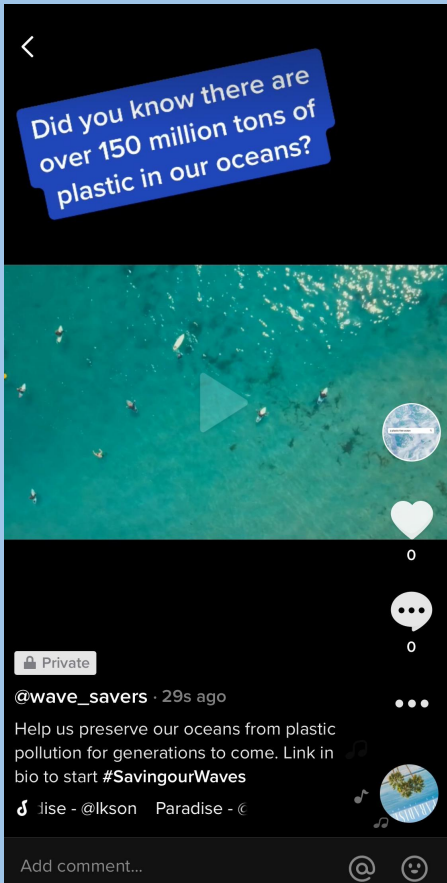


Save the Waves @WaveSavers

Every year, 8 million tons of #plastics enter our #oceans. It's time to change that! #SavetheWaves

← 416 647 ...

Save Our Waves TikTok Samples



Contact Me!

Interested in my work? Looking for a passionate content marketer? Please reach out!

I can be contacted via email at olivia.hampton15@gmail.com or by phone at (502)551-6252.

Below, you will find links to my LinkedIn profile and personal blog!

