ROLES & RESPONSIBILITIES

Business Development Intern
• Reply to Cold Call emails (about 400 sent/day)
• Executed Digital Footprint Audits (DFAs) for leads (prospective clients). DFAs are reports which consist of the major aspects of their digital footprint and recommendations/improvements on their social media channels.

All-Round External Project Intern
• Managed the organization of all 62 client partner meetings during the 2018 Cannes Lions Festival of Creativity.
• Participated in a 48-hour challenge of creating 9 conceptual Instagram assets to be supplement a hair care & beauty client's social media campaign.
HOW DID I CONTRIBUTE TO THE GREATER TEAM’S GOALS?

1. Streamlined Business Development Initiative
I entered the company in a time where the entire business development department within the company came to a stand still due to its focus on Cannes Lions Festival preparation. After we completed our project in France, business development needed a lot of organization. I helped in making the process more streamlined by reorganizing our new Customer Relationship Management (CRM) software as well as taking over an email account dedicated to cold outreach. I also helped in terms of increasing the number of Digital Footprint Audit output.

2. Cannes Lions Festival Organization
The main way I contributed to the team's goals in terms of the Cannes Lions Festival was through managing the organization of clientele partner meetings while at Cannes. At the time there were dozens of meetings being confirmed by our client and changing every day. However, it was too cumbersome to keep track of for my manager. It was my responsibility to every day make sure that all the meetings that had been confirmed, were still being confirmed, and were no longer happening were logged. This also included general Cannes Lions Programming, internal programming, as well as individual scheduling. Afterwards, I put it all in a calendar view before the festival. During the festival I was responsible for making sure all the participants of the partner meetings were present at the right time and place.
3. Creative Aid

During the 48-hour challenge given to us by one of the biggest hair care and beauty brands I contributed to the team's greater goal by being a main (1 of 4) contributors to 9 Instagram assets. This process wasn't too dissimilar to a writing room type environment of creating and fleshing out conceptualized ideas. This consisted of producing high level asset concepts to graphic design mock ups to brand competition and market research. This required both strategic business-orientated skills like time management, budgeting, and market research but also graphic design and social media brand awareness skills more akin to visual media and design skills.
How Does It Relate to My Certificate Pathway?

My certificate as well as main passion lies in Technology and Design. In many ways this internship was that. Although it did have a concentration in business and customer relations there were many aspects within this internship that directly relate to my certificate pathway. I was able to have a lot of time working with known software like Excel and Canva as well as new software like Zoho and Copper. I was also able to exercise my design skills through the 48-hour social media challenge as well as designing visually appealing calendars for use.

One area of work I look forward to pursuing after Duke is User Experience Design and having to think critically about how people will use / view the product I worked on was good practice, even if it was at a small scale of creating calendars or conceptualizing Instagram posts.