

# Internship Portfolio

TORI VANSANT

SUMMER 2021

Hunter Promo



## Company Description

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Premo Collective LLC is the company over Hunter Premo's blog, Premo Presets, and soon to be, Premonition Goods. Hunter Premo is a fashion and lifestyle influencer, blogger, and content creator. She started her platform as a way to share her engagement story with family and friends and since then, it has grown into a center for all her lifestyle, family, and fashion content. Her brand has grown from just herself and her husband, Cameron, to a management team and assistants of 5-10 employees.

## Target Market

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Hunter Premo's target market is women ages 25-34. The ideal audience is a fashion lover and travel enthusiast. The majority of her audience is located in Nashville, but her posts are viewed worldwide. These women are from all different professions from business, to mamas, or even college students. Hunter frequently shares how versatile clothing is and various ways to wear pieces that appeal to women from many walks of life.

## Procedures, Policies, and Technology

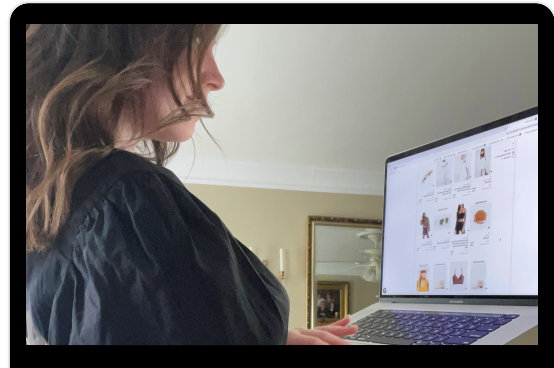
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We use Dropbox and Pixieset to share albums and photos. All photos are uploaded onto Adobe Lightroom to edit each using Premo Presets. Canva is our main tool for graphics but we use Unfold occasionally. Planoly is an excellent application to use for planning Instagram content, but that was primarily used for Premo Presets. Our team openly communicates through phone calls, zoom meetings, google meets, facetime, and text messages. Brand image is important and knowing which fonts and color codes to use in graphics is essential to maintain a cohesive feed online.

## Work in Action

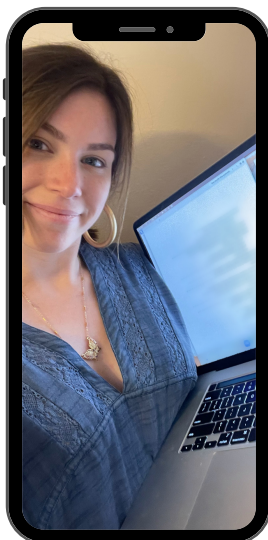
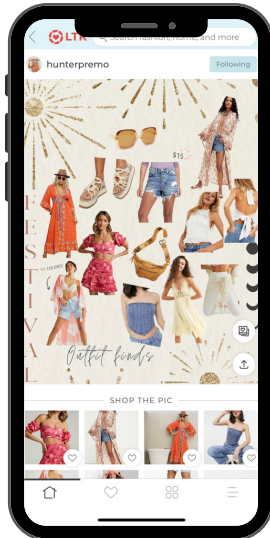


Started my morning reviewing old blog posts and updating links! The importance of making sure even past posts have dupe items or in stock current links is to insure the traffic coming in from Pinterest can access the items they are looking for.

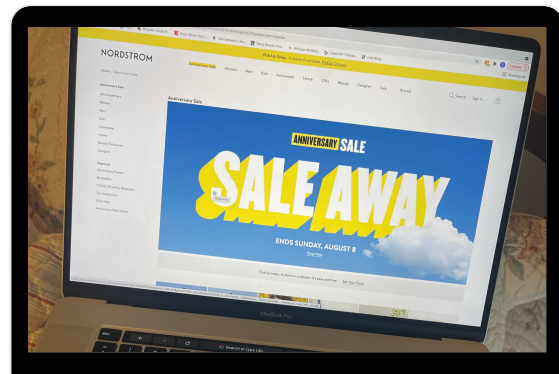


This is me reviewing all of the items I inputted into my Festival Collection. All of these items were linked through Like to Know It, which rebranded to the name LTK during my internship.

My favorite collection graphic to date. This was my internship project to spearhead our big Festival Collection blog post. This was in-depth content shared centering around Hunter's unique boho style and her unique festival outfits from the past.

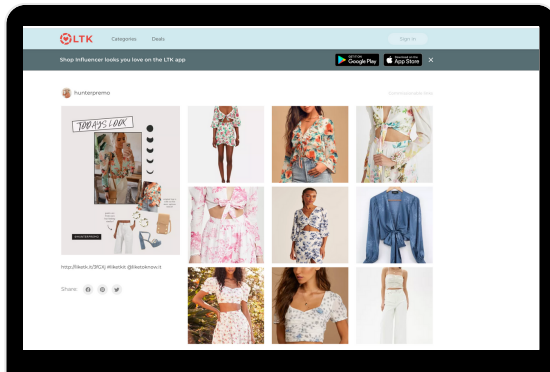


This is a photo of me after my first group meeting. I presented my ideas during our brainstorm and we discussed future plans for blog posts, reels, and graphics.  
\*notes blurred out for company privacy\*



This is a view of my screen on the Nordstrom website. The Nordstrom Anniversary Sale is one of the largest blogging events. Hunter's approach was to share the sale when everyone was allowed to shop, not just cardholders. I created graphics for her top items from the sale which were solid, staple pieces.

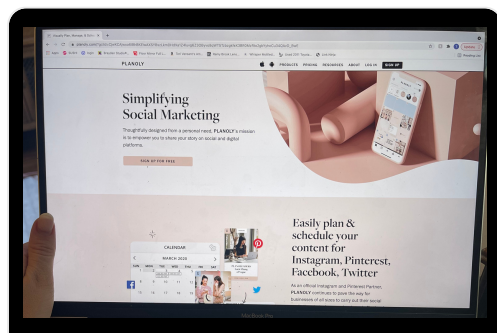
## Work in Action



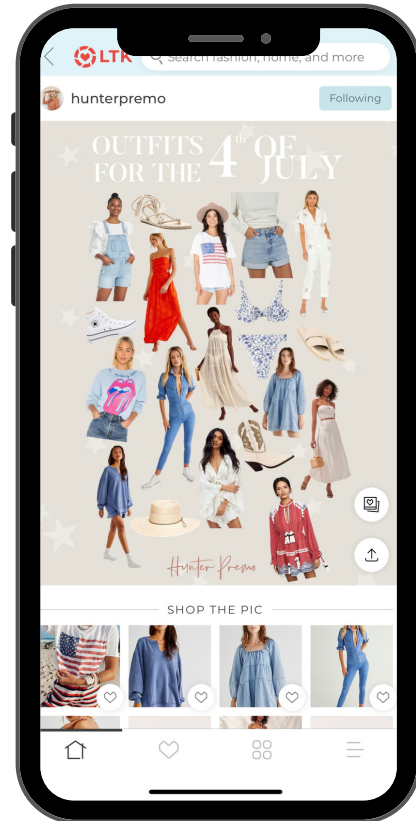
One of the most successful graphics I did for Hunter's social media & LTK. This graphic featured affordable "dupes" for a Hemant & Nandita top that was sold out. One of the dupe items sold out a well.



This is a screenshot from our monthly newsletter from June. I made these graphics for the top sold items from June and viewers were able to shop each item through the graphic provided in the newsletter.



This is a view of my screen on the website Planoly. This is the application I used to plan out Premo Preset's future social media content and display what the feed would look like for future posts.



This 4th of July collection was one for the books. I loved searching unique items that Hunter's followers would not only wear for the 4th, but also many times after. We also posted this with lots of time for items to be mailed and I would say before most other influencers shared their 4th of July content which I believe attributed to it's success.



Throughout my time working with the Premo's I have gotten to learn the wonderful values behind their brands. First and foremost, each other and family. They also value creating relationships and traveling. I created this Premo Presets teaser graphic which included all of Cameron's images which I believe embodied the brand.



## Overall Interview Summary

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The interviewing was one of my favorite parts of the entire interning experience. Not only do you get to speak to coworkers about their career path, but in my case I got to speak to brand partners and other industry professionals with many different paths to their current careers. Talking to each person brought a new inspiration to my current internship, future job I accepted, and career goals for the future. My favorite part was hearing about the advice everyone had to give. The response that was often reoccurring was "Do exactly what you're doing." Meet as many people in the industry as possible, reach out and ask questions, never say no, always go the extra mile. All of these pieces of advice I'm sure people hear all the time but when you have a total of almost 10 very successful people saying the same thing, it really sets in the importance. Everyone I spoke to had very specific parts of their job that are rewarding to them every single day. They all had specific goals they were proud of and specific goals they want to achieve in the future.

## Interviews

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Renee Simmons

Brand Manager

Hunter Premo - Premo Collective LLC

info@hunterpremo.com

June 25, 2021 | Via Zoom | 10:00am

Renee graduated college with a Major in Business and a Minor in Entertainment Management. She worked retail as a manager before working with Hunter in hopes of opening her own store one day. She ended up not liking the job but knew she still wanted to pursue a career in Marketing. Renee wanted to focus specifically on social media marketing, so she reached out to Katy and India at Of Note. Through them, she met Hunter and recalls that they clicked immediately. Her current position with Hunter is very diverse but it is all categorized under the position as Brand Manager. Renee has her hands in many different projects, but her goals for the next year is to get both Premo Presets and Premonition goods up and running this year. A dream goal for both Renee and Hunter is to get Premonition Goods into stores. Creating a smaller team is the last goal Renee mentioned, a goal for herself along these lines to eventually become a mentor for those wanting to come into this side of the Influencer marketing space. To teach you the important parts of managing an Influencer or specifics in blog posts that entry level people may not know. As Hunter's Brand Manager she said the current issue she sees that has the biggest impact on the business is that some users see Influencer as personal shoppers and not the position as a real job. This can lead to potential negative comments that comes with sharing life online. She believes that Influencer marketing is genius. I agree, if you find a n Influencer, blogger, or content creator that you relate to and have similar styles with, I think you should follow and support the content they share if you enjoy it. Another issue Renee saw coming into this industry was lack of salary information. Social media marketing is a fast-growing business and Influencer Marketing is definitely at the forefront. With it being so new, there really isn't any salary information you can google to negotiate. Last, we closed out conversation with her greatest advice she would give to anyone coming into this industry. She said, "Network like crazy. Talk to everyone." She reiterated that even if you are unsure what you want to do, make connections and ask questions. There truly are so many areas of marketing and she said that most she didn't even know about a year ago. A simple conversation with her neighbor opened up the idea of Influencer Marketing and led her to the job she has today.

## Interviews

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Hunter Premo  
Blogger | Content Creator | Founder  
Premo Collective LLC  
hello@hunterpremo.com  
July 13, 2021 | Via Phone Call | 12:30pm

Hunter Premo is a content creator, blogger, and Founder of Premo collective. Premo Collective is the company that oversees all of their brands such as Hunter Premo Blog, Cameron Premo Photography, Premo Presets, and Premonition. Talking with Hunter I really got a more in depth story of how she has paved her path in the influencing world. She graduated from Ole Miss with a degree in PR and immediately started working for a PR firm after college. She had also started blogging during her entrance into the workforce and when it came time to be promoted, she realized that she did not see herself there and took the leap to take blogging full time. She has been blogging and sharing content for many brands such as Free People, Arhaus, Target, and more for years but is currently in a time of transition. She is centered in decision making for the companies under her wing and enjoys setting the creative vision for projects. We talked about future goals for Premo Collective as a whole and her number 1 goal is to focus on sharing more content from her own brands in the future and launch her new company, Premonition as a lifestyle brand. Sharing so much of your life online to me seems like one of the hardest parts about being an Influencer or Blogger. Hunter said over time her and her husband Cameron both have learned to “turn it off” when needed. With the fast-changing and ever-evolving technology world, there are endless possibilities of what you could be doing. She said to learn what to focus on, what is worth the time, who is the best fit for you. But, the good outweighs the bad. She loves the opportunity to work with Cameron every day and be at home with her 1-year-old, Remy. She is fulfilling so many of her dreams when working with big brands that she had authentically shared from the start of her career. I ended the interview asking what advice she would give to anyone wanting to come into this industry. She said, “The best advice is to always stick with only sharing things you absolutely love. It pays off in the long end and it is worth the time.” She emphasized the importance of finding the thing that sets you apart from others and focusing on your current audience, not the people you want to attract.

## Interviews

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Cameron Premo  
Photographer | Director of Media | Co-Founder  
Premo Collective LLC  
hello@hunterpremo.com  
July 13, 2021 | Via Phone Call | 12:50pm

Talking with Cameron, I really loved hearing about how he got into photography. It really has to do with the help from those closest to him throughout his life. He said his dad was a photographer and always took photos of him and his brothers as kids. He loved flipping through film. A specific memory of his was going to Wolf Camera with his dad and just thumbing through photos. He recalls how impactful those little trips were to his career today. He got his first camera at 16 years old and began taking pictures of nature, anything outdoors, and they raced ATV's, so he took his camera to the racetrack too. There was a real turning point when his senior year of high school he rearranged his schedule to be in now wife, Hunter's, photography class. He said he quickly realized how much he genuinely loved photography and followed in his brothers' footsteps by attending Belmont University. Following college, he began taking photos professionally for his dad's boat company and for Hunter's blog here and there. The real take off for both his photography business and Hunter's blog was following her blog post of their European engagement. They had taken photos all along their trip in about 5-6 cities and shared their story on her blog. Now, he describes his position as "wearing a lot of hats." He has his professional photography business, does all of Hunter's photo, video, and editing, and also edits and delivers his professionally done photos to clients. Along with photos he does graphic design and has built his own DSLR and Lightroom mobile presets. Cameron said his biggest challenge in his work is needing an extra eye. While editing, it is hard to see the subtle differences. He said it's helpful for him to step away so he can come back and look at it from a different lens, more objectively. The current issue he said that has the greatest impact on this industry is that anyone can buy a camera and call themselves a professional photographer. He said it is challenging with the amount of experience and qualifications real, professional photographers have and their ability to charge as much as they do for that, to compete with a "professional" who just bought a camera and is charging a fraction per session. The most rewarding part to him is the delivery of images to clients and them seeing them. It's their first time getting to see their special moments in photographs and knowing it is done and something you are proud of is the greatest feeling. Cameron shared that his best advice for anyone wanting to get into the industry is to not to compare yourself or your work to someone else. Finding your niche and finding the best you can be in your environment and surroundings and just being the best at what you do. Being true to yourself and what you do is one of the highest priorities.

## Interviews

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Katy Shah

Co- Founder | Head of Brand Partnerships

Of Note | Note House

[katy@ofnote.co](mailto:katy@ofnote.co)

July 14, 2021 | Via Phone Call | 2:00pm

Katy majored in PR in college and moved to New York City following graduation. She scouted agencies that worked primarily with fashion brands. She said she knew she wanted to do fashion and PR simultaneously. Katy recalled her favorite part of the beginning work was planning New York fashion events. In 2016 she moved to Nashville to a firm that worked in influencer marketing. She loved following influencers in her personal life and viewing their content, but admired the thriving area of business the most. She said she knew that was the direction marketing was going to go, so her and a co-worker at that Nashville PR firm started Of Note. Of Note was founded as a way to bridge the gap between brands and influencers in small markets around the country. They create communities of influencers that allow brands to easily maximize exposure and offer the services to connect brands with this network of content creators. They even have a creative space in Nashville called The Note House for local influencers to go work and create content. They currently have 65 local Nashville influencers signed, and their next big goal is to have Notehouse secondary markets across the country. Her favorite part of her job is securing big brands deals, hosting big events, and seeing that brand clients are pleased with their results. She believes the biggest issue with this business was Covid. All companies had cut their budgets and marketing and events were the first to go. Now that things are looking back to normal, she says this is the time companies are realizing how important influencers are to their brand. They are seeing the influences have and there is a shift in traditional advertising into social media. We ended with discussing her best advice for someone wanting to come into this industry and she replied with, "Exactly what you are doing." This was not the first time I had received this response and it is so encouraging every time I hear it. She advised to talk to leaders in the space and to others already doing a position you might be seeking. Informational interviews are the best way to gain real-time information. She said if you want to make an impact to hustle. Ask for more work, ask how you can help, ask if you can pick up things, initiate ideas and suggestions. Work a lot and work hard. It will always pay off.



## Interviews

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Krista Lovelady  
Brand Partner | Owner of Kristalize  
Kristalize Jewelry  
info@kristalizejewelry.com  
July 15, 2021 | In Person | 12:00pm

Krista hustled all the way to get where she is today. She attributes a huge part of her success to social media and the love she has received from customers over the years sharing the Kristalize Jewelry name. There was a time where kristalize was doing 7-10 markets a year just to get as many wholesale orders as possible. At the beginning she was on her own working as hard as she could by herself to grow her brand. Today she oversees all operations but makes sure she has her hands in everything. She primarily focuses on wholesale and customer orders on the back end. Website, sales reports, and commission are tasks she has learned over the years and focuses on more today. The biggest challenge of her job is to get wholesale orders out in a timely manor. Kristalize is fast-growing, especially with their recent viral social media. the most rewarding part of owning Kristalize to Krista is spending time with her family, having the freedom to create her own schedule, and day-to-day versatility. Krista had such encouraging advice and I know she speaks from an enormous amount of experience. Her best advice to someone wanting to come into this industry is to never take no for an answer. Learn to be persistent but respectful and always work hard. She reiterated the importance of finding what sets you apart and always making sure you're a step ahead when starting or growing a business.

## Interviews

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Melissa Schleicher  
Business Owner | Brand Partner  
Parlour 3 Beauty | Barbour 3 Men | Hunter Paige  
July 15, 2021 | Via Phone Call | 10:45am

Melissa is a huge name in celebrity makeup and hair. She is best known for her frequent work with Carrie Underwood. Melissa dropped out of high school and decided she wanted to go to hair school. She said she had quickly learned she did not want to be behind the chair. She didn't like cutting hair and she said she really didn't like coloring hair either. She then began to work with free-lance photographers and do hair and makeup for photoshoots. She bought what is now her very successful business, Parlour 3, as a space to open a makeup store. She explained to me at this time there was not a Sephora or an Ulta to go shop all of these different brands of makeup at. Even then, she said performance makeup is different. She was telling me about the makeup she did on Carrie just the other night. She said it will always be a little thicker or heavier than you would wear on any casual day out. You have the stage and the lights that you have to combat. She decided that she probably wouldn't make too much money off opening a makeup store in the long run so she had the idea of letting local hairstylists who did want to cut and color rent a chair from her downstairs. This bloomed into what Parlour 3, Hunter Paige, and Barbour 3 Men is today. She still does not work behind the chair and loves her job of working with her select exclusive clients. You could tell Melissa was very passionate talking about the part of her job she loves the most. She said she loves to make people feel good. She said owning businesses and always working hard is very rewarding to her. Watching young girls and guys achieve such great things in just their twenties in the beauty industry is something she finds rewarding as well. She says the trend that has had the biggest impact on this industry is the increase in social media. The ability to share everything to find makeup and hair artists and be able to share your work with the world is amazing. A trend in makeup that she recalls has changed drastically is the "full glam look" to the now "natural" look. I agreed with this and we discussed how many people prefer littler to no makeup and a fresh, dewy skin look. She believes this is because people are becoming more comfortable in their own skin. People's confidence is increasing, and they love to show off their freckles or dimples and celebrate the assets that set them apart. We ended our conversation with the best advice she would give someone coming into this industry. She started with a view from the makeup side. Melissa said, "A lot of people come into this industry and immediately want to work with celebrities. You can't depend on that." She advised to freelance, show off your work, work with photographers and build your client base. From the business owner side, she said to always be true to what you sell and believe in what you are doing. We talked about how if you love what you sell and believe in it, your clients will too.

## Interviews

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India  
Co Founder | Head of Membership  
Of Note  
india@ofnote.co  
July 19, 2021 | Via Phone Call | 11:00am

India majored in PR and communications and immediately began a career in PR following graduation from college. She worked at PR firms in both Chicago and Nashville before consulting with a fellow colleague at the Nashville firm about dreams of opening their own Influencer Marketing Agency. She said her favorite part of working at the PR firm was getting to interact with different Influencers and loved the client-based aspect of that style of marketing. She was determined that influencer marketing was where the marketing business was headed and took a leap of faith in January 2020 to start Of Note with co-founder, Katy Shah. She still stands by today that the most rewarding part of her job is the people she gets to work with and meet every day. India said the main challenges to starting your own business was that being in this industry, every day is different. Figuring out the financial back-end of the business was also new to her. Influencer marketing is a fairly new industry so there are no "hard and fast rules" to follow, India said. This gives you creative freedom but also is a challenge. I love ending my Interviews with asking each person what their greatest advice for anyone wanting to come into the industry would be. India responded with "Exactly what you are doing." She encourages to take on internships, learn all the aspects of this industry you can, and research research research. When wanting to come into this industry, she recommends being genuinely interested. Follow bloggers and influencers, stay up to date with brands, and follow along with what is trending.

## Interviews

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Holland Paterno  
Personal Stylist | Blogger  
Holland Paterno Co  
hello@hollandsmithstyling.com  
July 19, 2021 | Via Zoom | 2:00pm

Holland was a joy to speak with. Hunter and Holland attended Ole Miss together and both ventured on the same fashion path post-grad. She is now located in Jupiter, FL. Holland wanted to focus on personal shopping/styling after graduating and has recently leaned more into influencer side. In her current position she creates capsule collections, weekly amazon hauls, and shares daily styling content on her social media. She said she has always worked in some area of fashion where it was 16 and working retail or after college styling, closet editing, or wholesale. She said the biggest trend you see impacting the fashion industry is 2-day shipping. She credits part of the success of her Amazon hauls to the convenience of getting your items in 2 days. The ease of shopping online today is much different than we have ever seen. Holland said the most fulfilling part of her previous job as a personal stylist in person was making a client feel more confident in the clothes and making them truly feel good about themselves. She said even if someone direct messages her a photo in an outfit she shared to her followers, seeing them feel good in their own skin is the greatest joy. I love discussing the best advice each person would give to someone coming into this industry, and Holland's response was very encouraging. The importance of making all the connections you can and being confident in your work was mentioned multiple times. She said there is always going to be someone who will disagree so remember that was YOUR take on it and still be proud of your work. Not second guessing or hesitating your abilities is a trait she believes any personal stylist to have. We ended our conversation with her saying, "Don't say no for anything." Going the extra mile in a job will always reward you in the long run. We laughed and agreed fashion is not always the most glamorous work, but you learn every step of the way.

## Interviews

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Maria Laura Luna  
Head of Pinterest Marketing  
Freelance Pinterest Strategist  
lau.luna@gmail.com  
July 20, 2021 | Via Phone Call | 10:00am

Lau works as Hunter Premo's as Pinterest Manager. She has a bachelor's degree in Fashion Design and a diploma in Fashion Marketing. She graduated in 2014 and started as a freelancer in 2015. She quit her full-time job in 2016 and have worked full-time as a Pinterest Manager since then. Now she is a Pinterest Strategist and have a team of 3 people working with her weekly. Her future goal is to create an e-book or a course to teach about Pinterest. The most rewarding part of the job to Lau is that she can apply her creativity to everything that she does. Also, she appreciates the great relationships that she achieves with her clients. She said, "They are happy with my work, and I'm happy to connect them with the right audience." The biggest trend Lau saw was from last year's pandemic. It made her business grow because clients had more time to focus on their businesses and consider Pinterest as part of their strategy. At the same time, more people were online so her client's business had the opportunity to grow. We closed our interview with a little advice on someone wanting to start a career in this industry. She advised to connect with other like-minded people; it's essential to be in touch with others in the same situation. It's necessary to grow and it's a great support when you are working on your own.



## Interviews

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Heather Kennemer  
Professional Photographer  
Heather Mishea Photography  
heathermishea@gmail.com  
July 20, 2021 | Via Phone Call | 1:00pm

Heather's original plan following graduation from college was to work for an advertising firm. She did land a job with an amazing firm based out of Birmingham, AL. Shortly after she got married and started a family. I soon realized that what she wanted professionally was not in line with how she wanted to raise a family. She freelanced for Nashville Parent Magazine and she said that filled her creative outlet for the time being. Fast forward to today and she is a High School Senior Photographer. She have been making seniors feel loved, special and important for over 12 years now. Her future goals are to get back into commercial photography and merge the two into a modeling adventure that would benefit both her high school clients as well as her commercial ones.

Heather said the primary responsibilities are to ensure that each senior that comes through her studio leaves knowing that they are beautiful both inside and out. Her second is making sure that both the parents and the senior are happy with the images. This has become way more difficult over the past few years. The most rewarding part of her job is when someone comes in with low self esteem and little to no confidence and finally sees themselves how she views them through God's lens. The current trends she thinks have the greatest impact on this job/business is that technology is changing constantly. She said if she is not on top of it then someone younger than her will be. Social media also has a huge impact on her business. She tends to lay low on social media because of personal preference. She said she tends to do better with clients who find her by word of mouth because it's an experience rather than "x" number of images for Instagram. She also said. she tries to protect herself from price shoppers. The advice Heather said she would give to someone wanting to come into this industry is to definitely put yourself in the top price bracket even if it scares you to death. Branding is everything. Never half do anything, ever. Know your worth. Don't mistake a client for a friend, it's business. And last but not least, never shoot for free.

# Company Project

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## Opportunity and Goals

The specific problem I will be solving through my internship project is creating our large summer blog post to showcase Hunter Premo's incredible festival style through the years. This has been highly requested by an enormous amount of followers and it takes research, knowledge of brand names, and attention to detail to create an in-depth collection such as this. This is important to share to Hunter's followers because lots of items were custom made or are out of stock. This provides numerous dupe items for her audience to shop and an enormous amount of Pinterest content. Pinterest is where the majority of hunterpremo.com's traffic comes from. I have three major goals from this project. First is to receive 350 views to the blog post on hunterpremo.com within a month. With this blog post being saturated in boho style and current links, I know it has the potential to be one of the top blog posts this summer. Next, I want 50 purchases of linked items within a month of the post being live. This would show that the items linked are desirable to the audience. My last goal is to increase total users on blog within a month of the post being live by 150. Since this blog post will have lots of graphics shared on Pinterest, it gives new users the opportunity to find Hunter's site and explore more about her, her fashion content, and create a lasting following.

## Plan of Action

In order to complete the Festival Fashion Collection, I have to review all previous festival photos over the years and find out brands of each item, research if it is in stock or if it will need a dupe item, and also include accessories and clothes others are wearing in the photos with Hunter. This creates more clothing content to be shared and also more options to choose from. I will do this by first creating a Word document with all the photos and name of the item (ex. Feathered top, sequin skirt, crystal headband). Then I will go through and insert either the current link or a dupe link. Then I will save the product images from each linked item and create a graphic for each outfit via Canva. After all graphics are created, I will put multiple items onto a collage as well. After all the items have been linked in the LTK "Festival Fashion" folder, I will send my completed graphics and information about my folder in Canva to Hunter & Renee. Renee will put the graphics on the blog post and publish it.

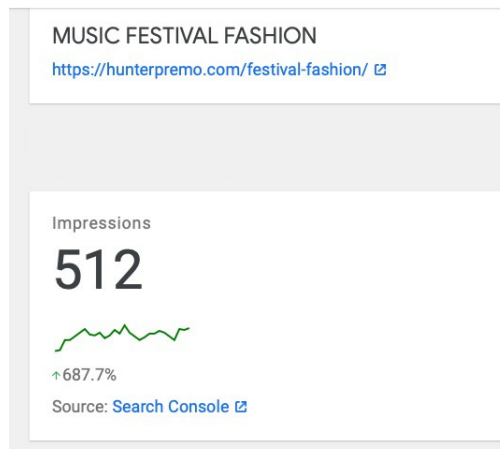
## Procedure

I started by saving all previous photos from festivals that Hunter had sent over and that I had gathered from previous social media posts. I also researched old LTK posts to gather previously linked items. This aided in me not having to look for items that we had already linked and that were currently in stock. I began my notes Word document and started adding every part of the outfits in there we could share. Some items were custom made or some were not linkable so I

made sure to add similar items to maximize content shared. Everything from the face glitter to the handbag was included in my outfit breakdowns. I would find similar items from retailers Hunter frequently shops from such as Amazon, ASOS, and Frye. After all items were linked I began making the graphic templates on Canva. Each graphic layout will be the same with the same fonts and colors, but the festival photos and the product photos will change with each one. I narrowed it down to 9 individual graphics and the 1 collage graphic. This means there will be 20 to make. 10 for the Instagram story size and 10 for the LTK layout size. I created these via Canva and added them to our shared album upon completion for Renee to add to the blog post. I added each graphic to LTK and Renee posted the festival outfit graphics on Instagram stories through out the week.











## Outcome

### GOAL #1: 350 VIEWS TO THE BLOG POST



My goal for 350 views of the blog post was delightfully exceeded by 162 views. This was up 687.7%. Having the content posted on Instagram stories, a post on Hunter's Instagram feed, and having the outfit links on Pinterest all attributed to the traffic to this post.

### GOAL #2: 50 ITEMS SOLD

	Performer Name	Clicks			Items Sold
	90s High Rise Cut...	355			12
	UO Flat Brim Felt ...	227			8
	Emmali Kimono	229			6
	Lorraine Tiered Ki...	26			6
	STL NYLON	166			3
	River Island denim...	4			3
	Cassis Printed Chi...	36			4
	ASOS DESIGN Wid...	7			3
	Bohemian Spell St...	117			4
	Beaded burlesque...	32			10

These are 10 out of many items linked to the Music Festival Fashion blog post that together, have attributed to over 50 purchases from June 6th–July 6th 2021. I exceeded my goal of 50 purchases and also had well over 1,000 clicks to items I had linked to outfits.

## GOAL #3: INCREASE TOTAL BLOG TRAFFIC

### Your Traffic at a Glance How people found your page

All Users

141

↑ 2.2% compared to the previous 28 days

I was slightly shy of my total goal of increasing total users by 150. I am not discouraged because of the incredible number of sales and also the total views to the actual post.

The reason this number is lower than the number of people who viewed the post is because this is calculated by users who explore the blog site beyond just the one post.

### Evaluation of Outcome

I achieved 2 out of my 3 big goals for my final project. I am overjoyed with the success the post brought to purchases and individual views. I am not discouraged that I was shy of my 150 user goal because it was still a 2.2% increase and 141 was very close to 150. If I had it to do over again I would research previous blog posts that have lots of images and many links per photo and see if I could set a more realistic goal for overall traffic. I would also work to increase my purchasing goals and views per post. I was amazed at the amount of people who viewed it and overjoyed at the purchases of dupe items I found. Hunter truly has the best style and finding similar items to older styles was a big hit for her followers. I am proud of my plan of action from this project. Every step was well thought out, organized individually, and the entire team had effective communication of timing of posts, approval of linked items, and which outfits we would be sharing.

### Self-evaluation

I always handled myself in a professional manor and was always willing to help where needed. I was early to any meetings and would gladly hop on a phone call as well. Internships are great because they are so saturated with things to learn. I would always be more than happy to jump on a call or to try a new task that needed to be done. My to do list was almost always completed at the end of the day, and I communicated if I could not complete a task. I also communicated ideas I thought that could benefit the company often. I know this went a long way because this was mentioned as one of their favorite parts of working with me when they offered me the position following my internship. I was not afraid to ask for help when I needed it, and my supervisors were absolutely amazing with teaching me new things and providing me with constructive feedback. Renee's feedback about my job as an intern was wonderful to read. I truly tried to work hard and excel at any task I was doing. I will continue to work on my time management in the future by not taking on more tasks than I can handle at one time.

### Program Analysis

The courses I attribute my success in this internship to the most are Professional Development for Apparel Merchandising and Aesthetics for Fashion. Dr. Burnsed provided perfect examples of how to act in the workplace during that course. She is also a very hard worker shows daily how going the extra mile or working more than you would like goes way farther than you think. She is a great role model to look up to. She has quite the diverse experience in the fashion industry, which makes her knowledgeable about a lot of things. This internship provided me with experience in so many different areas of fashion, marketing, and graphic design in fashion. I think if there was a course to better prepare you for working in Influencer Marketing that could be helpful. These bloggers are at the forefront of what clothes are trending and are constantly making connections with huge retailers. There is a lot to learn about this industry and the assistance needed behind the scenes. You can love fashion, not want to be an influencer, and still excel in a career working within the influencer/blogger world. This is a very collaborative work space and I discovered I thrive working in groups. Aesthetics taught me the importance of a color scheme, branding, and spacing/placement. This elective course was extremely beneficial to the way I created graphics or the way I typed captions or blog posts. There are certain parts of this position I think come naturally. You have to have extensive brand knowledge, you have to know fabrics, and you have to be willing to research often.



## On-site Supervisor Evaluation

Intern\_Name. **Name of Intern**

	First Name	Last Name
	<input type="text" value="Tori"/>	<input type="text" value="Van Sant"/>

Evaluation\_Date. **Date of Evaluation**

Month

Date

Year

Personal. **Personal Characteristics Within the Workplace**

	Poor	Fair	Good	Very Good	Excellent
Initiative	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Resourcefulness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Dependability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Performance under stress	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>

Preparedness. **Academic Preparedness**

	Poor	Fair	Good	Very Good	Excellent
Knowledge to complete assigned tasks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Problem solving ability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Oral communication skills	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Written communication skills	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>

Professionalism. **Professionalism**

	Poor	Fair	Good	Very Good	Excellent
Ability to work independently	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Quality of work	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Timeliness in completing work	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Professionalism	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>

Interpersonal. **Interpersonal Skills**

	Poor	Fair	Good	Very Good	Excellent
Response to supervision	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Response to criticism	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Ability to work with others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>

*Overall.* **Overall Performance**

Poor Fair Good Very Good Excellent  
☐ ☐ ☐ ☐ ☒

*Hire.* **If there was a suitable entry level management position open in your firm, would you hire this intern?**

Yes, I already have Yes, I would Not sure No  
☒ ☐ ☐ ☐

*No\_Reason.* **If you answered "No" or "Not Sure," please share your reasons.**

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*Strengths.* **What are the intern's greatest strengths?**

Tori was great at coming up with new creative projects. Throughout the course, she took an SEO course to help maintain website traffic and has created a position for herself

*Positive\_Instances.* **Please list specific instances of performance or personal attributes that contributed to the positive evaluation of this intern.**

I had two different interns this past semester and by the end of their internship, Tori acted as a manager to the other intern. If the other intern had questions or advice, she would go to Tori if I was not available. Tori showed leadership from the second week of working.

*Need\_Develop.* **What specific attributes, personal and/or professional, do you believe need further development?**

I believe if Tori wants to further her career in Influencer Marketing she will need to gain more knowledge of the industry by networking with others in the field.

*Instances\_Develop.* **Please list specific instances where performance or personal attributes could be developed to further the intern's success.**

I think Tori could work on her time management, but nothing see comes to mind! She is a great employee.

*Employ\_AMDPintern.* **Based on this Student Intern's performance, would you consider employing other Student Interns from Auburn University's Apparel Merchandising and Design and Product Development program?**

☒ Yes

☐ No

*Other\_Comments.* **We welcome your comments about this intern and/or the Apparel Merchandising program. If you have any additional comments, please leave them in the box below.**

*Supervisor\_Name.* **Name of Firm Supervisor (Who Is Evaluating the Intern on This Form)**

	First Name	Last Name
	Renee	Simons

*Supervisor\_Title.* **Title of Firm Supervisor (Who Is Evaluating the Intern on This Form)**

Director of Social Media and Branding

*Firm\_Name.* **Firm Name**

Premo Collective LLC

*Supervisor\_Email.* **Email Address of Firm Supervisor**

info@hunterpremo.com

*Thank\_You.*

Thank you for providing our student with the valuable internship experience and for taking time to provide this evaluation.

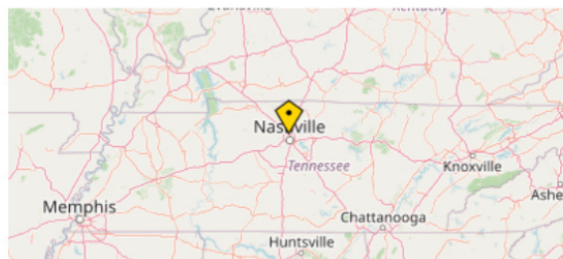
Upon your click on the "NEXT" button at the bottom of this page, **your evaluation response will be displayed again**, along with **a link to "DOWNLOAD PDF"** of the evaluation. Please **print or download the evaluation response and share it with the intern** (and discuss his/her performance).

If there are issues that you prefer to discuss directly with the faculty supervisor, please contact Auburn University Apparel Merchandising Internship Coordinator, Dr. Annette Burnsed (334-844-4673, [annette.burnsed@auburn.edu](mailto:annette.burnsed@auburn.edu)).

#### Location Data

**Location:** ([36.219497680664](#), [-86.774002075195](#))

**Source:** GeoIP Estimation



## Daily Anecdotal Journal

### **Week 1:**

**5/10/2021**

Today was my first day as an intern for Hunter Premo. I started the day reviewing tasks for the week and organizing what I was planning to work on each day. I had a meeting with Hunter's Brand Manager, Renee Simmons, and we discussed long-term and short-term goals for the upcoming launch of both of her new brands under Premo Collective and she answered any final questions I had. The work I am doing so far seems so important and purposeful and I am loving getting to play such an important role in the start of these two businesses. I finished the day by researching white outfits for brides and graduates and creating graphics to use on her social media platforms. Along with the "When in White" graphic, I also curated a collection of dresses and jumpsuits perfect for a wedding guest and created graphics for those picks. Last, one of the most trending searches on LikeToKnow.it right now is Summer beach bags, so I chose a selection of woven totes that are perfect for the beach to everyday use. I specifically chose the woven bags to match Hunter's bohemian style.

**5/11/2021**

This morning the first thing I did was research sales for all of Hunter's most shopped websites, her husband's, and where she shops for her baby to share on her socials. Following sale round-ups, I drafted multiple posts to use in the future for a Facebook Community group we are starting. I am brainstorming different names to make it more of a friends & family name rather than a fan-page style group. I think this will be a great place for her followers to meet and talk together and to grow her community. Shortly after I finished drafting those posts, Renee, Hunter's Brand Manager, and I had a short zoom meeting where I learned how to edit her website through WordPress and various functions of creating blog posts. After our zoom meeting, I spent my time researching similar items to things she had posted on her blog in the past to replace discontinued or out of stock items for both her fashion & lifestyle tabs. I finished the day completing a quick "Today's Look" graphic to share on Hunter's socials and submitted a curated collection of festival finds from kimonos, dresses, shirts, tops, & accessories to post on her Instagram & LikeToKnow.it and kickstart a new blog post rounding up all of her festival wear from the past. Renee sent me a message saying, "I am crying tears of joy, I LOVE THIS SO MUCH." After I submitted my graphics for the festival picks which was very encouraging.

**5/12/2021**

Today I started my day with updating more blog posts. I updated Hunter's "Bump Friendly" blog post and created a collection from Walmart that was all under \$50. Hunter had a styled shoot she needed an outfit for so I researched and found a more affordable option from Nasty Gal. After my morning of researching, I created some "Outdoor Refresh" to share Target's new outdoor furniture that is trending on LTK. I created a list of graphic ideas for the remainder of the week. Airport Outfits, New from Urban Outfitters, and Sunglasses Guide over & under \$100 were all a hit. I ended my day with finding cute favorites from Target and creating a "Style Guide to Nashville."

**5/13/2021**

The first thing I did today was work on the SEO course. I love how much I have been learning from this course not only to help increase views and stay-time on Hunter's blog, but there is so much valuable information in growing your own brand and business. I spent a good amount of time on that, created the over and under \$100 sunglasses graphic, and ended the day with scheduling out our posts for the evening and linking items for the remainder of the week.

**5/14/2021**

The SEO course was how I began my day today as well. I started taking notes on each section and sub-section to turn in upon completion. I made sure to make specific note of certain keywords that were commonly searched to plan future projects. On Fridays I have started assisting in creating graphics for the weekend and top picks from the week. Abercrombie was having a huge sale so I talked with Hunter about her recently shopped items and made an Abercrombie sale graphic and a mini Aerie swim collection for a graphic as well. I ended my day with reviewing all of Hunter's discount codes and reviewing which ones were still active.

## Daily Anecdotal Journal

### **Week 2:**

*5/17/2021*

This Monday started back with updating lots of previous blog posts. We have been receiving lots of traffic from Pinterest, so we wanted to make sure linked items were either in stock, or there was a dupe option for everything. I linked items needed for upcoming blog posts and what we were sharing on social media, and finished the day with a group meeting to plan for the week.

*5/18/2021*

This morning Renee and I had another meeting to check in how my first week of interning went. We then started to brainstorm immediate work that needed to be done for the week. Hunter was running a Q&A on her social media so we went through the questions and listed items that her followers will be interested in and most likely shop over the next couple weeks. I updated codes on the blog and started on various collections we are working on over the next weeks. I ended the day with making graphics to post for that evening.

*5/19/2021*

I started my morning off with emails for everyone to have documentation on what we are working on for collections and what to link this week. I then made graphics for her "today's look" because her followers were going crazy over her top! There was a 40% off Hammit sale so I chose various bags Hunter had talked about in her stories and made a graphic that she used on her Instagram and LTK account. I then started on all the bases for the graphics we'll be using for the collections. I then started drafting more posts for her Hunter Premo community page for Facebook and made the CUTEST graphics to share. I reviewed the branding pack at the beginning of this week and am already getting great feedback from my work this week.

*5/20/2021*

Today I mainly worked on reels for the entire day. In our brainstorm meeting we had talked about the importance videos have on social media engagement today. I worked on video footage Hunter had and also just past photos to share different types of looks or any type of travel footage.

*5/21/2021*

I started off my morning continuing my SEO course. That afternoon I gathered links and created graphics of numerous outfits Hunter had previously worn or shared. After creating all of these "Shop the Looks" I finished up with "Top Picks" in fashion, beauty, and baby.

## Daily Anecdotal Journal

### **Week 3:**

*5/24/2021*

Today I scheduled out a few graphics and sent a group email about potential ideas for the remainder of the week. I spent the remainder of my day working on the Neil Patel SEO course and taking notes.

*5/25/2021*

I started my morning with a call with Hunter, Cameron, and Renee. We discussed future plans for Premo Presets, Blog posts, and what I have learned from my SEO course so far. I presented what could help certain posts rank higher on google and how to increase traffic to various blog posts. The rest of the day I worked on getting the photos together for my Internship project centered around Hunter's Festival Fashion.

*5/26/2021*

I created a graphic first thing today about Hunters outfit she was wearing called "Shop the Look" featuring a high selling romper and one of her signature Urban Outfitters hats. Today I drafted out future posts for Hunter's community page. I added a few questions to engage with the audience and also potential ideas to introduce Hunter's new brands she is launching in the coming months.

*5/27/2021*

This morning I began working on graphics from items Renee emailed me from Nordstrom and Target. I have really learned how to make these on brand with Hunter's style after helpful feedback. Reviewing the brand kit was the most beneficial part to gaining a new perspective on this type of content creation. I hopped on a call this afternoon to discuss top picks to share this weekend and finished my day with my SEO course and note taking.

*5/28/2021*

We do "Remy's monthly favorites" to share on Hunter's socials. She picks out items from each month that her 11 month old is loving and we make them "Remy's 9 month old favorites" 10, 11, and so on. He is 11 months old this month which also means we are going to start planning for Camp Premo soon. Camp Premo is the cutest theme idea Hunter and Cameron came up with to celebrate one year of Remy! I worked on Abercrombie graphics and assisted in finding top picks for graphics and scheduling out posts for the weekend.



## Daily Anecdotal Journal

### **Week 4:**

*5/31/2021*

MONDAY OFF – MEMORIAL DAY

*6/1/2021*

This morning we had a group meeting with myself, Renee, and the other intern, Bailey. We discussed Hunter's goal of 2 Instagram reels per week and brainstormed themes and ideas for those. Following the meeting I helped Renee with top items to send out in the newsletter and created graphics for recent Target finds. In the afternoon I checked on all the discount codes and updated the website to ensure it was only showing current active codes. I finished my day with week 4 of the SEO course.

*6/2/2021*

Today I learned how to operate Wordpress more in depth and create a blog post from scratch. I won't explain all the details, but having a website developer is such an asset to creating necessary HTML codes and imbedded links. The remainder of my day I worked more on getting links and dupes together for the Festival Fashion blog post for my final project.

*6/3/2021*

I started off my day working in Planoly to create a rough draft of what I thought the Premo Presets Instagram should look like closer to the launch date. We have many more steps to complete before we start posting like creating a coming soon website, creating a catchy bio, and creating folders of designated photos to use. After working on Planoly, I created graphics for Targets collaboration with designers. These dresses have been extremely popular and are more affordable.

*6/4/2021*

Today I finished up week 4 of my SEO course which took up the majority of my day and made graphics for the top items of the week and scheduled them to post on LTK.

## Daily Anecdotal Journal

### **Week 5:**

*6/7/2021*

Hit the ground running today with all things Festival Content. The blog post was posted today and we are sharing the stories tomorrow. We went back and double checked that all of the widgets on the blog post worked, all photos used in stories are on the blog post, and all graphics have the items linked in LTK. I created widgets that link directly to each item and added numerous dupe items in case some were to sell out. I spent my entire day adding all links to our content folder and setting up graphics for tomorrow!

*6/8/2021*

Graphics are live! I had a morning meeting with Renee and we discussed the plan for the next week since Hunter is going on vacation. I loved making all of this festival content, I truly missed concerts this last year too! To make these you really have to have a strong attention to detail to make sure they are made in both the size for LTK posts and Instagram stories. All items have to be visible and also have each graphic be on brand.

*6/9/2021*

Today I researched changes coming to the apps we frequently use such as LTK, Instagram, and various editing sites. These new updates have a lot of changes so I just wanted to be aware in order to operate efficiently. This afternoon I made This or That graphics featuring lots of Target's new outdoor collection. This has been heavily trending on LTK so this was great content to post. On Wednesdays we feature our favorite new arrivals from Urban Outfitters, so I put together graphics for those and scheduled in LTK. Ended my day working on the SEO course.

*6/10/2021*

Hunter is going on a beach trip next week so we prepared all the packing content and made graphics for items she is bringing and what she is shopping for for the trip for herself, Remy, and Cameron. She had purchased a lot through Abercrombie for her and Cameron so we shared those graphics and also worked on LTK Day graphics. LTK Day is a huge sale only through the app that gives Influencers the opportunity to share certain companies that are having larger than normal sales and increase their commissions that day.

*6/11/2021*

My Friday was spent making post-partum hair loss recs for Hunter to share and for Renee to add to the blog post. It was very important to Hunter that I added, "Sending love to anyone that is going through it" and I loved that thoughtful addition. Express was having a summer sale so I made a graphic for that. I helped Renee with top weekly items and finished my day making sure week 5 of the SEO course was completed and had all of my notes.

## Daily Anecdotal Journal

### **Week 6:**

*6/14/2021*

We did not get top items posted on Friday because there was too much being posted on that day. I went through and created a graphic with the top items of the week and also added in some new, trending pieces. Renee and I spent a lot of time linking different outfits and some dupe items that Hunter had been sharing and getting together Shop the look graphics to share following the beach trip.

*6/15/2021*

Today I made Petal and pup graphics, numerous shop the looks for some of Hunter's beach outfits, and found dupes for sold out items. I also got together some of Hunter's current favorite items and added those to LTK to start adding to those posts. I spent the rest of my day working on the SEO course and finishing up my notes to send to Renee.

*6/16/2021*

Target Home just released a ton of new items so I created graphics to share about that. I worked on various dupe graphics and also posted the new arrivals for Urban Outfitters. Renee and I discussed different story and post ideas for the remainder of the week and shared different layouts to switch up some of our content.

*6/17/2021*

We had an idea a while ago to create bridal graphics for the Rehearsal Dinner, Bachelorette Trip, and for the Bridal shower. I loved getting to research different sites and put together these collections. I also made a Shop the Look for one of Hunter's beach outfits and spent the remainder of the day making This or That graphics. This has been a huge trend in social media marketing to choose different clothing items or accessories to not only boost engagement but also see what kind of pieces your followers are loving at the moment.

*6/18/2021*

Today was centered around making Reel content. Renee emailed me this morning with many different ideas so I made those to add to the back stock to post in the future.

## Daily Anecdotal Journal

### **Week 7:**

*6/21/2021*

Today I spent half the day working on my SEO course and the other finding sales and dupes to create graphics with. I prepared links for graphics to make later this week and posted the collection of Target dresses on LTK.

*6/22/2021*

I had the idea to create a Splurge vs. Save graphic with staple items that Hunter frequently posts about. These items included her Gigi Pip hat, Golden Goose Sneakers, Ray Bans, and a RL Space jumpsuit. The dupe items were a similar but less expensive version of the staple items. The rest of the day I created the cutest neutral 4th of July collection featuring items people would wear for the 4th and undoubtedly wear many times after. Love multi-use clothing!

*6/23/2021*

Today was Amazon Prime day and Hunter did a Q&A on her Instagram so my day was centered around Amazon graphics and finding items/creating graphics to answer Instagram questions.

*6/24/2021*

Created an AMAZING jumpsuit + romper graphic which I think is everyone's favorite summer piece. We were late on Urban Outfitters graphics this week so we posted today and also saw a restock of one of Hunter's bestselling shoes so I created a separate graphic to highlight that specific shoe. Target pool floats have been trending on LTK so I made a trendy graphic of that collection to share as well. We ended the day messaging about future plans for Premo Presets.

*6/25/2021*

The morning was spent on a call with Renee reviewing the past couple weeks and making sure we are both on the same page for the busy next couple weeks. Renee has been working on putting together the Camp Premo blog post so I went ahead and added all of the vendors on their, linked their site to their name, and their Instagram link to their Instagram name. I picked items for top weekly picks, created a graphic, and scheduled in LTK to post that evening.

## Daily Anecdotal Journal

### **Week 8:**

6/28/2021

This morning was spent finding dupes from Remy's first birthday party, Camp Premo! It was such a fun extravagant party and included so many amazing vendors. I helped make newsletter graphics for Renee including top items and also made a graphic for a huge sale that Corkcicle was having.

6/29/2021

I spent the majority of my day on the first call with our Copy team. I took notes and learned A LOT about what goes into email sequencing, captions, wording, etc. Hunter recently got a brand deal with Opalhouse x Jungalow for Target and I made graphics for those to share "For the Bath", "For the Bedroom", and "For the Living Space." The remainder of the day I brainstormed collection ideas, future posts, and added all the top item links to the folder for posting tomorrow.

6/30/2021

Wednesday means new Urban Outfitters! I made my graphics first thing with my favorite top pics and following approval I scheduled them in LTK and added the graphics to our shared folder. I assisted Renee in finding dupe items for some of the pricier things we have linked lately and added recent story posts to LTK so followers are able to shop.

7/1/2021

Today I worked solely on creating, editing, and brainstorming future ideas for Instagram reels and planning out more graphics for the weekend.

7/2/2021

Hunter just did a brand deal with McKenzie Child's so I created graphics to share the items she used in her videos. I created the top items of the week graphics also and prepared them to post in LTK. I assisted Renee in editing a reel and worked on editing some of my previous ones.

## Daily Anecdotal Journal

### **Week 9:**

7/5/2021

DAY OFF - JULY 4th WEEKEND

7/6/2021

I made one of the cutest matching family graphics today. Hunter, Cameron, and Remy have the cutest outfits that all go together and frequently get asked what brands they are from. I decided it would be cute to have them all together in one post linked and to share them! I also created graphics for Hunter's Ilia content and sent the rest of the day on Vistaprint creating potential items for Premo Presets launch gifts.

7/7/2021

Today is Wednesday so of course I found some new items from Urban Outfitters that I think would be top sellers. The other intern, Bailey, and I spent the rest of our day going through all of the LTK folders and taking out out of stock or items that were not relevant anymore. I ended the day with making graphics for Anthropologies little summer sale and Aerie's 60% off swim & lounge.

7/8/2021

I focused on restock graphics today. Hunter has shared the Free People Way Home Short and the Abercrombie Traveler Mini Dress and they are selling like crazy. They sell out often so I created graphics to share whenever they do restocks in large quantities. Along with that I made Abercrombie graphics and linked all the items Hunter and Cameron have recently ordered. I ended my day sitting in on a very important call with one of our contractors.

7/9/2021

My main tasks for today were brainstorming future ideas for reels and TikToks, creating graphics, and making a reel. I made a very trendy "Summer Favorites" to share as we come to the near close of summer, and assisted Renee in top items of the week.

## Daily Anecdotal Journal

### **Week 10:**

*7/12/2021*

Today started with a lengthy meeting about the direction Premo Presets is going. Bailey, the other intern, Renee, and I dedicated our day to brainstorming launch presents for influencers with Premo Presets and spent the remainder of the day creating before and afters on Canva.

*7/13/2021*

Today Renee and I discussed our favorite Premo Preset before and afters and brainstormed ideas for future ones. We spent a lot of time today recreating our favorite graphics and just using different before and after photos. This afternoon I officially accepted my part-time position with them after my internship and will be working for them remotely while I work my full time position in Dallas. YAY!

*7/14/2021*

Urban Outfitters posts their new arrivals on Wednesdays so the first thing I did was make a couple graphics featuring my favorite picks from them. I also browsed around Amazon for trending items and made a collection Hunter and Cameron's current favorite and recently shopped items from Amazon. The remainder of my day was spent responding to emails and making notes of graphics for the remainder of the week.

*7/15/2021*

Anthropologie is having another huge sale and the sales were high from our previous graphic so I suggested we make another! I chose trendy summer pieces that were also on sale for a great price. The rest of the day I searched for items to include in Renee's ideas for the Western Vibes graphic, Target home, and Target sandals.

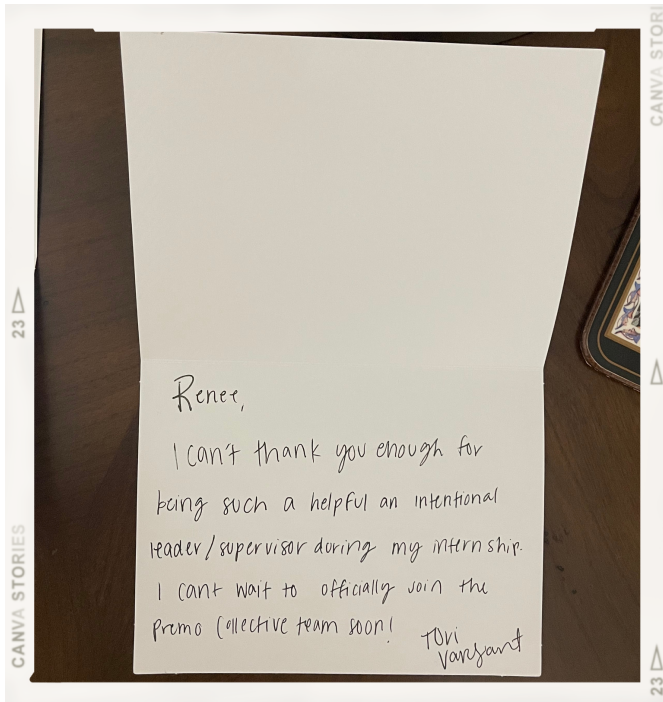
*7/16/2021*

The first thing I did today was answer one of Hunter's follower's favorite questions. "Where is your bedroom rug from?!" I really tried to make this a unique graphic so it wasn't just any other home decor content. The remainder of the day I worked on many before & after graphics for Premo Presets, added them to the dropbox, and started preparing for the logo post on the feed.

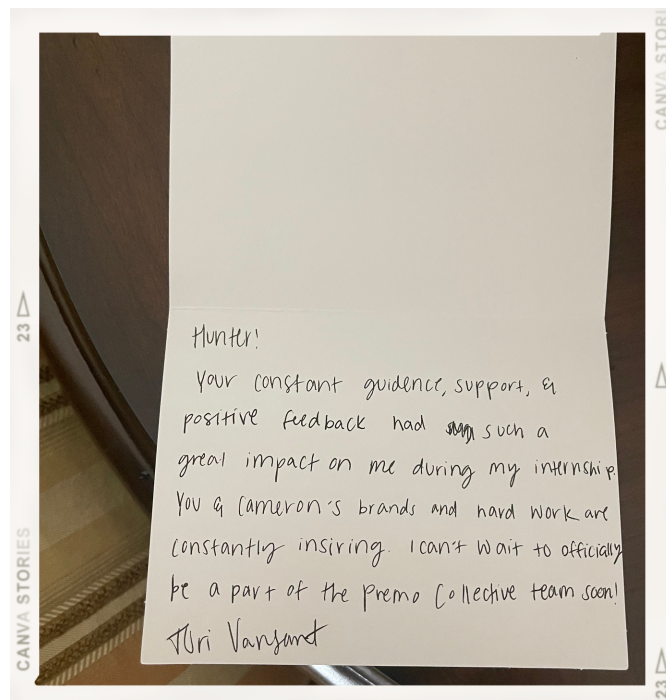


# Thank You Letters

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To Renee Simons



To Hunter Premo