



During the summer of 2015, Trista Vogel worked as a marketing intern with our company, Spot My Bag. Throughout her months with us, she showed incredible dedication and initiative.

Her responsibilities and accomplishments while here included:

#### Managed Social Media Presence

- Managed social media programs, including forums, blogs, and social media and networking sites
- Worked on both inbound and outbound marketing campaigns to generate new business
- Designed multiple weekly posts for all social media sites
- Tracked post results
- Interacted with customers/followers
- Designed and planned ads and campaigns to reach new followers
- Expanded online presence through interaction with relevant fellow bloggers, companies and causes

#### Created online campaigns

- Designed AdWords and Banner campaigns through Google
- Managed and tracked results of campaigns

#### Represented Spot My Bag at Trade Shows

- Presented on current promotions to the public at events and trade shows (Tulsa Home & Garden Show, The Tulsa Bridal Show, etc)
- Handled all arrangements to attend the show
- Helped create and design flyers to be handed out
- Set up booth, product displays and literature
- Interacted with customers and answered questions on features and benefits
- Promoted awareness to company website
- Complied customer information and data
- Followed up on leads obtained during show
- Produced report with effectiveness numbers for Management to review

#### Increased Spot My Bag sales

- Pursued hundreds of customers and business to generate interest in products
- Created "call list" for potential customers
- Organized meetings with local businesses to present products
- Followed up with all leads
- Successfully completed multiple bulk orders as well as many small individual orders

||Michaela McCloskey||

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