Marketing Intern Portfolio

Moon Valley Organics

MKTG 490 | Fall 2022
Mariana Urrea
SHOP

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Moon Valley Organics

Moon Valley Organics is an Organic skincare company that sustainably grows and harvests their own ingredients on their farm in Deming, WA. Started by a small-town couple, Kim and Aaron Otto, Moon Valley Organics grows herbs and raises bees bringing consumers the purest skincare under the moon.

Internship Supervisor
Jerad Knudson
Media Coordinator
OVERVIEW

Marketing Intern Job Description

Our ideal intern would collaborate with us in the following areas:

- Help build and deploy relevant brand and product content that resonates with our customers
- Assist with planning and creating written advertising content pertaining to sales campaigns and social media content
- Assist with e-mail and SMS marketing strategies to be sent to subscribers during sales campaigns. We use MailChimp and Emotive and can train if needed.
- Assist on photoshoots to use as assets for sales campaigns and social media outlets
- Assist with articles/blogs, brand content, stories, how to videos, product and lifestyle videos, photo/brand assets, and other materials required to support our marketing initiatives
- Help explore marketing technologies and other tools to help increase brand and product awareness, demand generation, distribution channel marketing & e-commerce channel results
OVERVIEW

Learning Objectives

What follows is a list of key learning objectives I was looking forward to obtaining during my time as an intern.

Branding & Content Marketing
- Creating and distributing relevant brand and product content for consumers
- Ideating and executing photoshoot ideas

Digital Marketing & E-Commerce
- Utilizing and learning new programs, software, and project task management applications such as Basecamp, MailChimp, Emotive, Shopify, and more
- Leveraging marketing technologies to increase brand and product awareness
- Analyzing relevant sales campaign data and making data driven decisions based off our marketing efforts
- Applying and learning new email and SMS marketing strategies
- Actively pursuing the process that goes into a sales campaign from idea to execution

Self- Care, Conscious Consumption, & Entrepreneurship
- Becoming more educated on Sustainable business practices, Organic farming, and Organic self-care products
- Becoming knowledgeable in the factors that play into running a business
SKILLS ACQUIRED

Effective communication
Social Media Marketing
Time Management
Content marketing
Direct Marketing
Email Marketing
Decision making
Creative thinking
Problem Solving
Copywriting
MailChimp
Teamwork
Basecamp
Dear Cat Armstrong Soule,

It has been a pleasure so far working alongside Mariana this quarter. Mariana is a fast learner, is driven, is attentive to detail, and has an enthusiastic attitude. Mariana has completed 80 of the internship hours at Moon Valley Organics so far at this midpoint.

So far, Mariana has helped our team to complete the following:
- Assisting on 2 photoshoots for October and November Sales Campaigns
- Building out 14+ Mail-chimp e-mails
- Creating copy for various Social Media posts for use on Facebook and Instagram.
- Editing and creating 12+ Video Reels for use on Instagram
- Learning and Utilizing Basecamp for organization and scheduling of tasks and deliverables

Mariana is eager and asks keen questions every step of the way. After going over our ethos, branding, marketing strategy, and so on, Mariana took initiative and adopted a strong voice that fit in to our copy and efforts very quickly. Mariana takes suggestions and criticism with grace and action. I have nothing but good things to say about working with Mariana so far. She stays on task and is very productive. Together, we have been able to stay ahead of schedule and meet the marketing objectives we have set. Along the way I have been happy to share any insight to the marketing tools and processes we use. I look forward to working alongside Mariana for the rest of the quarter.

Please let me know if there is anything else you need from me. Thank you kindly.

Sincerely,

Jerad Knudson
Media Manager at Moon Valley Organics
media@moonvalleyorganics.com
Dear Cat Armstrong Soule,

Throughout this quarter Mariana has consistently gone above and beyond when completing tasks and assignments. Mariana takes initiative, is keen at making things the best they possibly can be, and works quickly and efficiently with little error. Mariana will be completing 160 hours of the internship hours at Moon Valley Organics on Tuesday 12/6/22.

This quarter, Mariana has helped our team to complete the following:

- Envisioned and created her own Hair Therapy marketing project
- Assisting on multiple photoshoots for Oct, Nov, & Dec Sales Campaigns
- Creating copy for various Social Media posts for use on Facebook and Instagram
- Built out numerous Mail-chimp e-mails & social media posts
- Utilized Basecamp for organization and scheduling of tasks and deliverables

Mariana has a great voice and intuition for marketing copy and strategy. Beyond our regular tasks, Mariana took on her own special project in molding a marketing campaign to better educate our audience on our Organic Hair Therapy product line. I have nothing but good things to say about working with Mariana. She stays on task and is very productive. Together, we have been able to meet the marketing objectives we have set and even go beyond them. It has been a pleasure working alongside Mariana this quarter.

Please let me know if there is anything else you need from me. Thank you kindly.

Sincerely,

Jerad Knudson
Media Manager at Moon Valley Organics
media@moonyvalleyorganics.com
ACCOMPLISHMENTS
ACCOMPLISHMENTS

My accomplishments are broken down into four main areas which are listed below. Additionally, during my 3-month journey our team focused on sales campaigns for Seasonal Foaming Hand Soaps, the Gift Season, Black Friday, and a Lip Balm Stocking Stuffer. In the pages that follow I will be going into more detail regarding the specific areas.

Email Marketing

Social Media Marketing

Sales Campaign Photoshoots

Organic Hair Therapy Marketing Project
ACCOMPLISHMENTS

Email Marketing

Using MailChimp I successfully...

- Designed 14+ Emails
- Generating $37,000+ in Revenue

Below are some screenshots of some of the best performing emails*

*in regard to revenue generated (exception Gift Season)

Seasonal Foaming Hand Soaps

Gift Season

Black Friday
ACCOMPLISHMENTS

Social Media Marketing
Created and distributed relevant brand and product content that was distributed through Instagram (& Facebook)

Posts
Below are 2 of some of the best performing posts in terms of accounts reached and engaged

Seasonal Foaming Hand Soaps

Reach: 2,052
Engagement: 135

Organic Hair Therapy Lifestyle

Reach: 1,902
Engagement: 101
ACCOMPLISHMENTS

Social Media Marketing

Created and distributed relevant brand and product content that was distributed through Instagram (& Facebook)

Reels

Below are 2 of some of the best performing reels in terms of accounts reached and engaged

Organic Hair Therapy

Reach: 1,897
Engagement: 102

Black Friday

Reach: 1,21
Engagement: 57
ACCOMPLISHMENTS

Sales Campaign Photoshoots

Assisted, ideated, and executed photoshoots for the following sales campaigns

- Seasonal Foaming Hand Soaps
- Black Friday
- Lip Balm Stocking Stuffer

Creative assets were then used in email, social, and SMS marketing efforts

Below are some of my favorite shots we captured that speak true to the brand identity.
Problem

Moon Valley Organics launched their newest product, Organic Hair Therapy in October 2021. During the launch only one email had been sent out and no other marketing efforts were made to bring awareness and drive sales towards the product.

Opportunity

This gave me the opportunity to apply my learning from the other sales campaigns that I was actively involved in and put my learning all together. I had the opportunity to create relevant content for consumers, ideate and execute on photoshoot ideas, utilize and learn new programs like Figma, and increase brand and product awareness.

Results

Since this project won’t launch until the new year, sales related results are pending. On the other hand, I had the opportunity to envision and create my own marketing project for Organic Hair Therapy by creating 2 emails using MailChimp, 5 educational and fun reels, and a Flash Sale taking place in the new year. Examples of the content I created for this project can be found in the following pages.
ACCOMPLISHMENTS

Organic Hair Therapy
Marketing Project Timeline

Below are the following steps I took to bring this project to life. Steps 3 & 4 are still pending.

Step 1:  Shoot Content

Step 2:  Put Content Together

Step 3:  Schedule + Distribute Content

Step 4:  Analyze Content/Impact
ACCOMPLISHMENTS

Organic Hair Therapy Marketing Project Emails

How to Use Hair Therapy
My first email focuses on the simplicity of using the product.

All email assets were created using Figma
ACCOMPLISHMENTS

Organic Hair Therapy
Marketing Project Emails

Benefits + Complements
My second email focuses on the benefits that come from using the product and how customers can also purchase our Shampoo Bars to complete their hair care routine.

All email assets were created using Figma
Organic Hair Therapy Marketing Project Reels

Created 5 reels ranging from educational to lifestyle

How to Use: Organic Hair Therapy

5 Reasons You Should Be Using Our Organic Hair Therapy

Shop Hair Care

Lifestyle

She’s an Icon
See you under the next moon

https://www.moonvalleyorganics.com/
@moonvalleyorganics