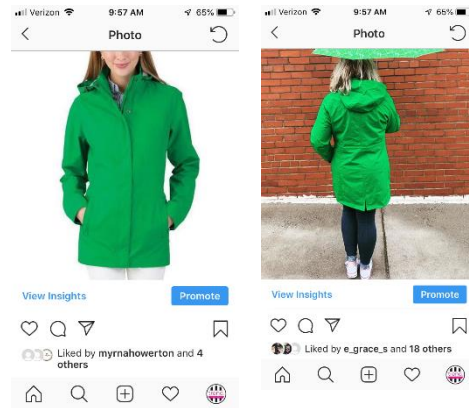
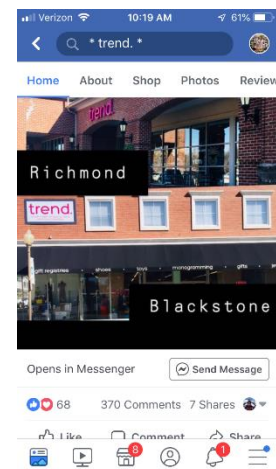


The world of retail is ever-moving. With the change of the seasons, weather, holidays and style it's important to always promote what customers want. During my time at Trend I quickly learned it was always important to promote what people wanted/needed at that point of time. For example, here are two posts I did, one from a rainy day which had better customer engagement than a similar post on a clear day. The post from the rainy day performed far better than the one from the clear day, which I believe was both because of the weather that day as well as a real picture taken at the store compared to a generic advertisement photo. The generic photo was early on in my time at trend and the "real life photo" was later when I started to learn that people responded better to actual photos and liked to see faces (though her face isn't in this photo) that they recognized from the store.



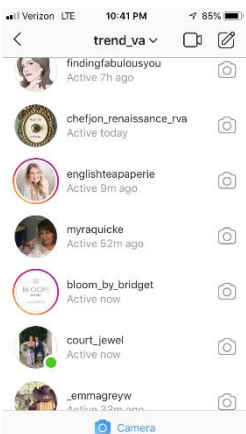
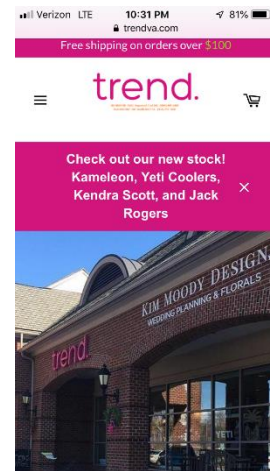
It is always important to try and increase followers when you are handling social media for a business. But, something I think many companies fail to do is maintain followers once they have them. Though, I did not reach my original goal for follower increase, I did do pretty well. During my time with Trend, Instagram followers went up by around 300 and Facebook followers went up by almost 200. Throughout my time I utilized Dr. Hosterman's teachings of "people love free sh**". Here is a post I did that had the most engagement of any during my time with Trend. This post was an effort to see which store people liked/went to more. We were able to utilize the information to know which store we should keep more products at and to help see the



demographics of each store (Blackstone was mainly older while Richmond had a strong base of older customers but included more younger customers). People simply had to comment which store was more convenient for them in order to be entered for a chance to win a Yeti cup. This post was boosted and I specifically adjusted the range and people it was geared to but most of the responses were from organic viewers rather than from boosted.

Another major project I worked on was creating a "Social Media Guideline" for future interns and social media managers. I used guidelines that Trend owner, Kim Moody, had from her other business Kim Moody Designs, for reference. I enjoyed making the guidelines because it's something that I know will have a lasting effect for the stores as future employees reference it for social media posts. The guidelines I created will be included in attachments.

Next, I overhauled their [website](#). It was something I had very little know-how prior to working with them, though I do have my own Shopify store which is the same platform that they use which was very helpful. This is the main page which I changed the cover photo, logo, and added the pop up. Also, I steadily added new products to the page as they came in and started adding the website into social media post and links to products that we were promoting.



Lastly, another major task I had was to interact with customers through messages and answer in questions they had. This was something I had a lot of trouble with because I wouldn't consider myself an expert on "women's boutique". I had to ask Kim and other employees a lot of questions but I eventually was able to get a grasp on things. Generally, people would just ask if items were still available and how much they were which was easy enough to

handle, but every now and then they would ask for style ideas, which I was unable to help much, but I would try, or push them to someone else.

Overall, my experience with Trend was very fun and definitely beneficial for whatever my future holds. Kim was very helpful and assisted me whenever I needed it which was amazing because of how busy she always is with running two businesses. I was lucky enough to get to help with a wedding setup for Kim Moody Designs which was far more fun than I thought it would be, though it was very stressful because we put the final touches on 4 minutes before the wedding started. But, it was interesting to see what all goes on behind the scenes at a wedding and I think I helped a lot. The wedding was on the rooftop at the Weyanoke and there was so much wind the white curtains they had up as a backdrop kept blowing over. So I did some quick thinking and a little bit of rigging and went to Lowe's, got sandbags and pvc pipe, and put it at the bottom of the curtains and posts to make them stay.

I would recommend Trend, as well as Kim Moody design to all future interns, even if neither are fields you plan to go into. I definitely never saw myself going into women's retail or wedding setup but I learned a lot that will help in my future careers.

(I don't have any pictures of me there, just a lot with my hands in them getting item numbers on products)

