

# Intern Report



## Overview

Since assisting with the April shoot-off, I've been involved in nearly every part of the operation- sales, supply chain, customer service, inventory, and event prep. Whether it was correcting orders, staging product, supporting wholesale clients, or helping with booth design, I aimed to add value wherever needed. And yes, even caught a few raccoons along the way. It's been a hands-on experience that's stretched across departments- and definitely kept things interesting.

## Deliverables

A snapshot of the Intern work

## By the Numbers

Through Cross Departmental work, I helped protect or drive over \$50,000 this season across the following areas.

Order Accuracy	200+ Orders Entered
Inventory Management	Ensured 300+ California-compliant products had proper state seals and could be verified remotely for resale, avoiding regulatory issues and shipping delays.
CPU Process	Improved turnaround time for pickups and order fulfillment, saving an estimated 20-30 labor hours per week- translating to roughly \$1,500/week in labor costs during peak season.
Inventory Sheets	Created quick, easy-to-read inventory sheets tailored to client needs, helping sales reps move product more efficiently and contributing to over \$40,000 in generated sales from wholesale and tent customers.
Extra Curriculars	Saved an estimated \$700-\$1,200 per week on exterminator costs

# CPU Process Optimization

**Previously, pickups were often delayed due to last-minute product pulls, missing paperwork, and poor communication.**

I applied my background in **Strategic Communication** to bridge the gap between sales, warehouse, and customer expectations. To improve this, I helped implement a **new system** where:

- **Orders are now monitored and pulled at least 12 hours prior to the customer's scheduled arrival**
- **All paperwork** (packing lists, invoices, signature forms) is prepared and printed in advance
- **Fire safety documentation** is attached and handed off with the order
- Real-time updates between sales and warehouse staff help prevent last-minute confusion

As a result, we can now **load 4 pallets and complete the entire pickup process in under 20 minutes, with %100 accuracy** significantly improving customer satisfaction and reducing traffic at the warehouse.

# Customer Service Improvements

## Customer Service Enhancements

Additionally, I took responsibility for creating and distributing the "**Shwag Bag**" a small branded giveaway provided at pickup. This initiative not only adds a thoughtful, personal touch but also **reinforces brand recognition and leaves a lasting impression** on our valued customers.

- World Class Branded Cup
- Calendar
- World Class Branded Flash Light
- World Class Branded Charger
- (2) Jake's Box Cutters

# Cold Calling Success

Taking the time to personally connect with customers proved to be one of the most effective strategies during my internship.

- Reached out to XXXX XXXXX through cold calls and follow-ups
- Sent an updated catalog and price list to re-engage her interest
- Closed a **\$21,000 sale** through consistent communication and relationship-building

This confirmed that even a simple conversation can make a big impact—especially when paired with the right tools and follow-through.

## CA VA Project

A major part of my role has been ensuring that **data across departments is not only accurate, but also actionable**. I applied my **Strategic Communication background** and attention to detail to bridge the gap between sales, operations, and compliance—especially in preparing product for strict regulatory markets like **California and Virginia**.

- **Cross-referenced inventory SKUs with each state's regulations** to verify that only compliant products (with the correct seals and documentation) were being offered in those regions
- **Flagged missing, mislabeled, or unverifiable items** that could have led to shipping issues or legal complications if sold remotely
- **Created centralized tracking tools** so sales reps could easily identify what products were safe to offer, reducing guesswork and avoiding time-consuming errors
- **Supported compliant remote sales** to these states in real time, giving the company more flexibility and confidence in serving regulated markets
- **Laid the foundation for more accurate shipping and sourcing in future years**, helping the team better plan what should—and shouldn't—be ordered from overseas suppliers
- Helped the company **save time, reduce legal risk, and avoid costly delays** before inventory ever left the port, by solving these issues early in the process

This project ensured smoother operations this season and positioned Jake's for **smarter, more compliant growth in the seasons ahead**.

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# Inventory Sheets

Developed streamlined inventory sheet systems that improved visibility, boosted order accuracy, and directly contributed to over \$40,000 in sales- while laying the groundwork for more efficient multi-warehouse coordination moving forward. When completed with the correct APIs, this system will allow for:

- Built real-time inventory sheets for key warehouses to help sales reps and customers easily see what's in stock and ready to ship
- Improved order accuracy and sales speed, with two beta versions leading directly to confirmed sales during testing
- These tools helped drive over \$20,000 in wholesale orders, while also setting a foundation for future system improvements

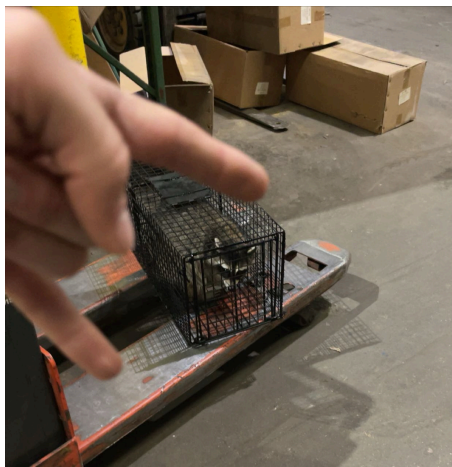
## Coon Trappin'

(the section everyone is waiting for)

In one of the more unexpected turns of my internship, I successfully trapped and removed 9 **raccoons** that had taken up residence in the warehouse and back office. Coons have opposable thumbs, this can get scary if one of them figures out how to use a lighter... These animals posed a risk to both product and infrastructure.

- Helped prevent further damage to promotional inventory and storage areas
- Avoided the need for professional pest control, which would have cost an estimated \$1,000-\$1,200 over a 7-day period

While not in the job description, this unexpected task kept operations running smoothly and saved the company a significant amount in potential cleanup and extermination costs.





# Strategic Communications

Coming from a **Strategic Communication background**, one of the first things I noticed at Jake's was how often **multiple people were doing similar tasks without realizing it**. There were times when sales, warehouse, and operations were all trying to solve the same problem—but no one was really talking to each other in real time. That led to delays, duplicated work, and mixed messages getting to customers.

## Here's what that looked like in real terms:

- Easily **3–4 hours a day** across departments being lost to miscommunication or repeated tasks
- Over the course of 10 weeks, that's around **150–200 hours** of preventable work
- If you put a dollar figure on it, that's roughly **\$3,000–\$5,000** in wasted time—and that's just internal

## What Would Actually Help?

- **Use a tool like Slack.** It's simple, fast, and organized. You can create channels for specific teams (like Sales, CPU, Warehouse, Compliance), and keep updates from getting buried in email threads or lost in hallway conversations.
- **Put someone in charge of internal communication.** Whether that falls under HR or someone in operations, having a single point of contact to coordinate across teams would cut down on confusion and make sure everyone's on the same page.

One of the most valuable things I've learned during this internship is how important it is to **create repeatable systems**—especially in a fast-moving business like this. When people can rely on a process that works, everything runs smoother and there's a lot less room for error. A few examples I worked on:

- **Inventory sheets** that showed what was in stock across multiple warehouses and helped drive over **\$40,000 in sales**
- A **streamlined customer pickup process** that cut wait times nearly in half
- A **compliance tracking system** for California and Virginia that prevented shipping issues and laid the groundwork for better ordering next year

These systems are already making a difference—but there's still room to grow. **Once the right APIs are in place**, this will move from being a manual workaround to a fully integrated process. I'm still studying and learning how to make those connections work, but the foundation is there

# Post Holiday

After the Fourth, my focus will shift to organizing and streamlining all areas where **promotional or showroom inventory is stored**. The goal is not just to clean, but to build **repeatable systems** that improve visibility and reduce clutter long-term.

- **Purple Room (Darla's Room):** Will be fully inventoried, cleaned, and organized to clearly separate current promotional materials from outdated items
- **Back Office in Production:** Will be assessed and cleaned—especially the area impacted by raccoon damage
- **Showroom Inventory:** Will be sorted, labeled, and logged into an easy-to-update system so items are visible, accessible, and easy to restock or rotate throughout the year
- **NFA Booth Prep:** I hope to assist with planning and execution for the National Fireworks Association convention, especially around product display and brand presentation
- **California Product Testing:** I'd also like to support the testing and verification of new products for California's market to ensure compliance and help guide future ordering decisions

# Thank You

I want to genuinely thank everyone who has supported me throughout this internship. To the **Marietta family**, thank you for taking a chance on me and allowing me to be part of something bigger than just a summer job.

To **Brian Hamilton, Jared Hicks, and Jeff Hoffman**, your trust, leadership, and guidance have shaped my experience in ways I'll carry forward in every role I take on. Huge thanks as well to **Samantha Stumfoll** and **Carey Beason**, who made navigating the warehouse and day-to-day operations far more manageable with their support. And to **Cindy Vesco** and **Darla Loy**, thank you for always offering direction, clarity, and encouragement when it was needed most.

Looking ahead, I'd love the opportunity to continue this internship into the fall, and if it makes sense, I'm open and excited to talk more about long-term opportunities within the company. I truly believe there's untapped potential at Jake's, and I'm committed to doing everything I can to help make it the **#1 fireworks brand in the country**- not just for the Fourth of July, but by capitalizing on **different demographics, regions, and holidays** year-round. I see a brand with tradition, personality, and reach- and I want to help take that even further.

Thanks again to everyone for making this experience meaningful. I'm proud of what we've accomplished so far and even more excited about what's possible moving forward.

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