

2021 SUMMER INTERNSHIP



TWN Summer Marketing Internship

Kayla Riggs

What *is* TWN?

Mission Statement:

"Revolutionizing networking for collegiate and recently graduated women. Creating a community of women that celebrates the desire to achieve, cultivating ambition to prepare the next generation of leaders."

More Info:

TWN is the largest collegiate women's networking organization in the nation. It currently has a presence on 142 college campuses across the U.S. and Canada, and works to help young women gain professional skills, network, and find community.

What is a TWN Intern- ship?

This summer, TWN launched at 100 new college campuses, expanding its reach from 42 to 142 chapters across the United States and Canada. With this considerable change to the organization, interns were tasked with cultivating TWN's brand and social media presence, recruiting new members, hiring a team of Executive Board members, and generating excitement at each newly-added chapter.

Responsibilities

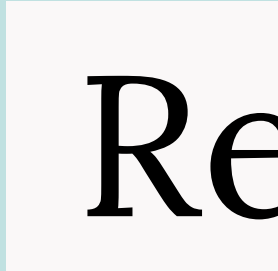
WHAT I DID THROUGHOUT THE SUMMER

Led a Team of Marketing Interns

- Oversaw a team of 2 marketing interns
- Conducted weekly marketing strategy meetings
- Hosted speaker events (with marketing professionals)
- Edited and provided feedback for the team's social media content and Mailchimp campaigns (for a total of 24 new TWN-chapters)

Created Marketing Content

- Created original social media posts (related to TWN's mission) 3 times a week for 11 chapters
- Cultivated Mailchimp email marketing campaigns weekly for each chapter
- Hosted 'Instagram Live' events with TWN Executive Board Members



Responsibilities

PART II

Contributed to Meetings

- Participated in weekly strategy calls
- Met with my Operations Manager & compiled progress reports weekly
- Attended speaker, networking, & other professional events
- Hosted a "Mocktail" event for entire intern class (around 100 people)

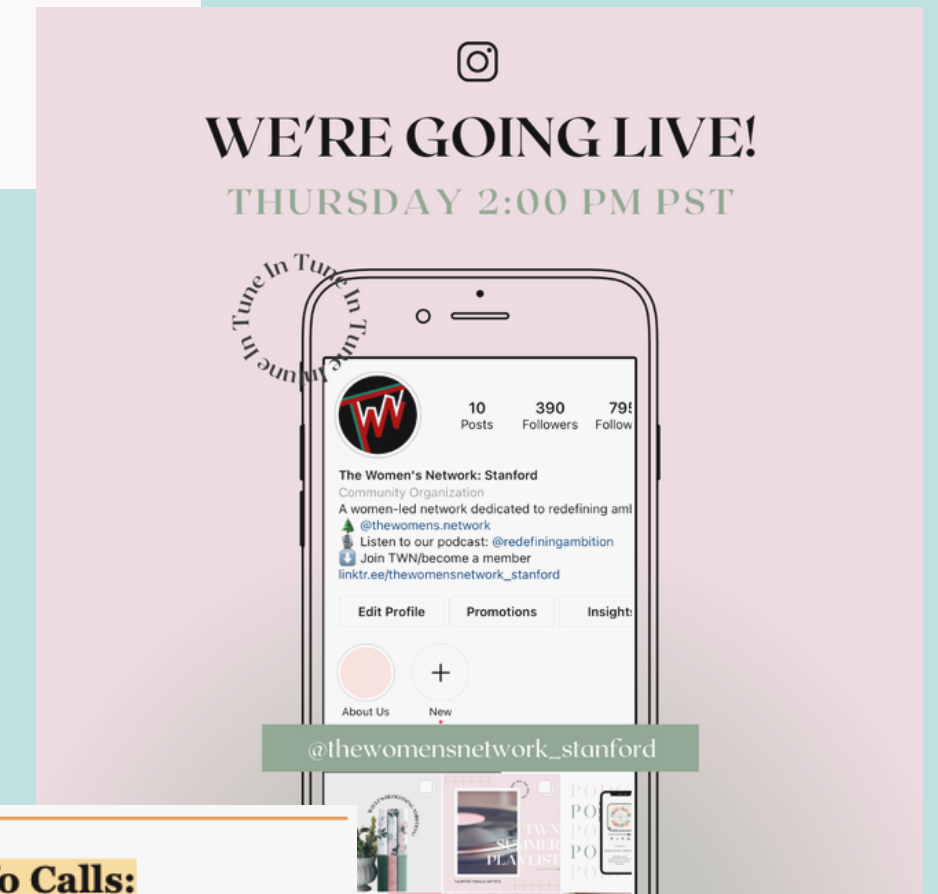
Summer-long Marketing Project(s)

Project 1: TWN Retention & Engagement

Project 2: TWN Workbook

- Created a three-tiered plan for retention and engagement at a chapter level
- Focused on improving chapter-level events and feedback
- Built an 'Alumnae Connect' program
- Worked on the design team and content team to help cultivate a TWN professional workbook entitled "Hello World!"
- Formulated the workbook's overall themes: interviewing, self-branding, and networking

Examples of Original Marketing Content



The Women's Network: Tulane

Good morning, TWN-Tulane!

We hope you are enjoying your summer! Here's everything you need to know to jumpstart your week with all things TWN!

PODCAST ALERT!

Listen to our **NEW** podcast episode with the **President of Diane Von Furstenberg** (yes, you read that right), **Gabby**

Last Week of Info Calls:

Gain insight into what it's *really* like being a **member of TWN**! Click [here](#) to sign up and speak with our national team to learn more about us, the benefits of joining, and to answer all your questions!

Want to Get More Involved?

APPLY FOR A LEADERSHIP ROLE!

Our Campus Ambassador/Exec Board Application is **NOW LIVE!** The application is rolling; however, we **highly encourage you to apply now because spots are quickly filling up!** Available positions will be updated on a daily basis. Click [here](#) to learn more about what each position entails, the responsibilities associated with each role, and how to apply!

Content from Summer-Long Projects

Project 1: TWN Retention & Engagement

EXCLUSIVE CHAPTER EVENTS7/30

#1 Exclusive Chapter Events

Questions to be answered:

- Why?
- What is it?
- What will happen? What are the goals?
- How will it be carried out?

02

EXCLUSIVE CHAPTER EVENTS7/30

Point System Chart

Every meeting = 5 points

15 Points

End of semester mocktails

20 Points

Free sticker

25 Points

Instagram Takeover

30 Points

Guaranteed spot at a TWN Networking trip

35 Points

1-1 mentorship with e-board member/alumnae

All Points

Guaranteed interview with nationals for an internship or other TWN role

#3 TWN Alumnae Connect Program

Connecting collegiate and recently graduated women...

- Why we are incorporating Alumnae
- Events
- Newsletter
- Budget
- Timeline

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Project 2: TWN Workbook

FEEL YOUR BEST

ACHIEVE YOUR GOALS

WOMEN TO WATCH IN THE OLYMPICS

REDEFINING AMBITION

SOZEP-11

Gabby Hirata7.21

Me

My work bestie

Going to concerts

Attending classes in person

Family celebrations

Eating at restaurants

Travel

Going to a sports game

Exploring museums

Volunteering

Spending time with friends

REDEFINING AMBITION EPISODES WITH CEOS

SOZEP-10

Amani Duncan6.29

REDEFINING AMBITION EPISODES WITH CEOS

SOZEP-08

Lydia Fenet

Past, Present, Future

Live in the present

Deliver to the future

YOU ARE...

STRONGER THAN YOU KNOW

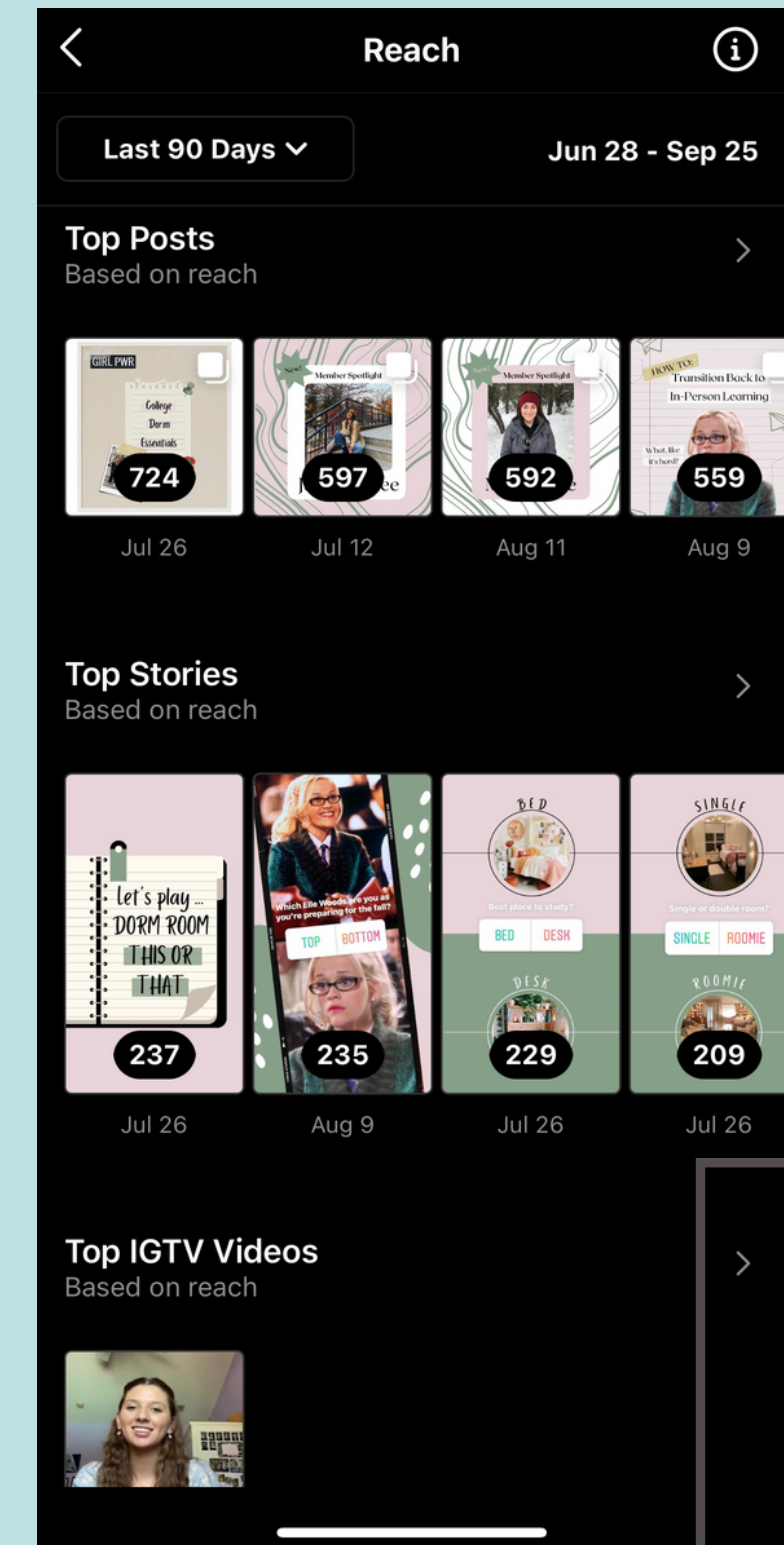
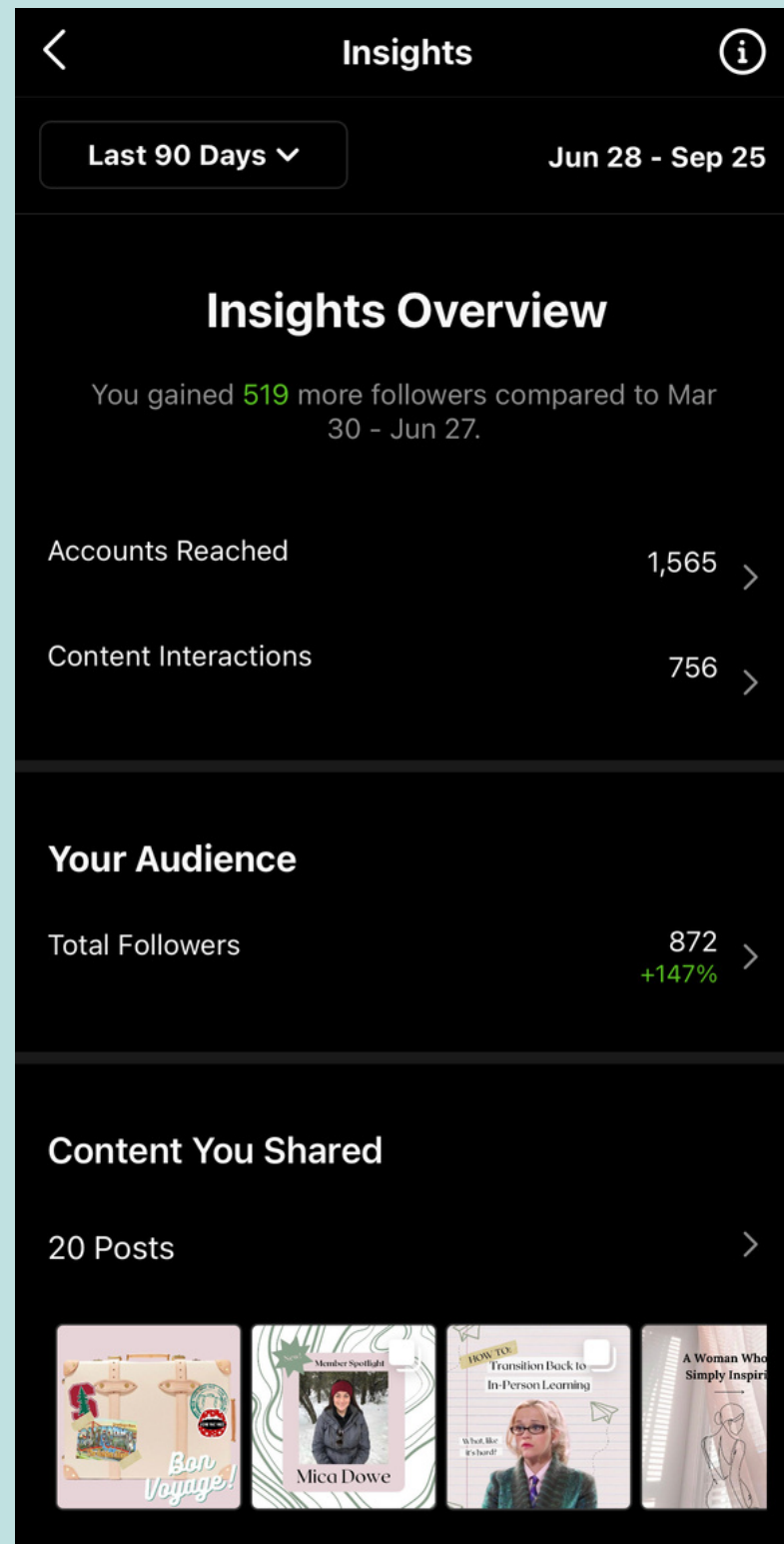
AS RADIANT AS THE SUN

MORE THAN ENOUGH

BEAUTIFUL... AND SO ARE YOU

Marketing Outcome: Instagram Analytics

AN EXAMPLE FROM TWN-STANFORD'S INSTAGRAM



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- **Written COMM:** I wrote email campaigns and social media captions every day, learning how to attract an audience with enticing language.
 - **Oral COMM:** I communicated with my team as well as my colleagues and managers regularly through meetings I scheduled and hosted.
 - **Visual COMM:** I created visually aesthetic graphics that depicted information about TWN, provided professional and social tips, and more.
 - **Media COMM:** The entirety of this internship focused on media communication, specifically through the lens of social media. I cultivated a collegiate, digital audience and communicated TWN's mission to them on Instagram, Linked In, and email.

COMM in the Workplace

How Cornell's COMM Department played an integral role this summer

Strengths & Weaknesses

- Strong communication with colleagues, team, and managers (interpersonal skills)
 - Leadership
 - Management
 - Organization
 - Graphic Design
 - Improved skills in Canva, Mailchimp, Instagram, Linktree, and LinkedIn
- Confidence in providing feedback to my team
 - Work/life balance; scheduling time in my day for work as well as for breaks or fun activities
 - Time management