

MENTEE



Casey Koldewyn

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MENTOR

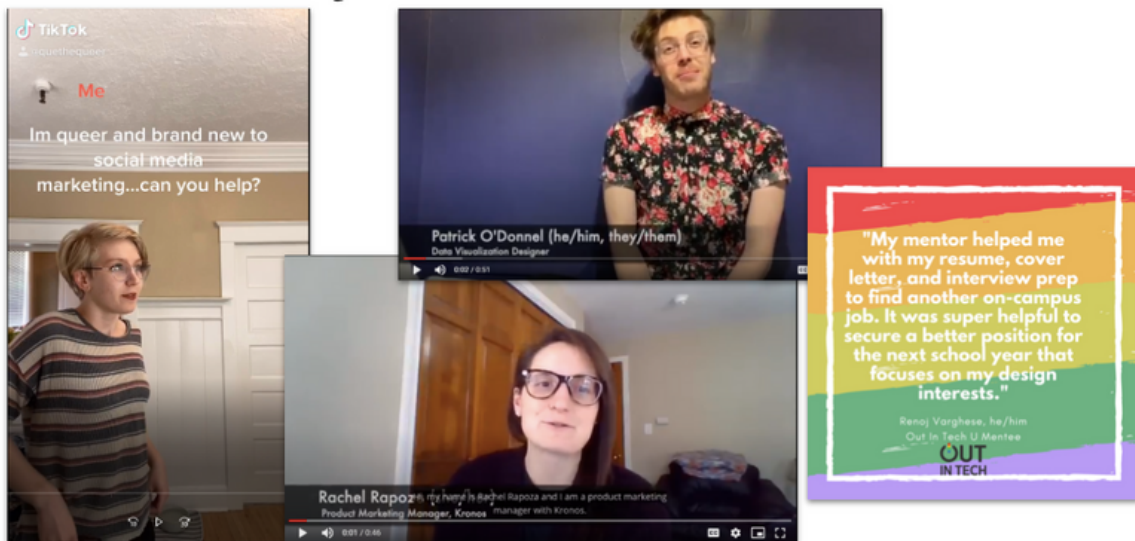


Rachel Rapoza

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Project: Social Media Campaign Management

My mentor, Rachel Rapoza walked me through a social media campaign from idea creation, to posting. We'll look at KPI results once we have them later on as well. The campaign will run on the Out In Tech social channels to promote the U Mentorship program!



Next Steps for Casey:

I'll keep improving my social media skills! I ended up in tech marketing writing rather by accident, and I found social media marketing was really engaging within that. Any and all experiences I can find to challenge and grow my skills, I'm here for. If I get lucky, a position in a company working with a team in charge of social media is the next dream.