

Recommendation of Tania Argot

I had the pleasure of working with Tania from August-December 2022. Since August she has been part of Kikkertland through an internship within the field of Digital Marketing.

The internship focused on developing and managing online marketing activities as well as our e-commerce platform to increase revenue and customer engagement. The concerned areas included E-Mail marketing B2B, Search Engine Optimisation (SEO) and Content creation for e-commerce use.

With a focused and curious mindset Tania developed and created b2b newsletters. These were sent to our wholesale customers and as a result she gained a great understanding of the b2b perspective of e-mail marketing – and how it distinguishes from the traditional b2c e-mail marketing.

Furthermore, Tania explored the field of product photography. She had the primary responsibility of product images for a range of products. As Tania is a fast learner, she quickly understood how to take the best product images, how to format as well as edit the images in Photoshop.

As she gained a great understanding of Photoshop and the importance of the aesthetic perspective, she was also able to use these skills when working with e-mail marketing at Kikkertland.

Lastly, Tania worked with Search Engine Optimisation to keep favourable Google rankings. With a strategic approach and an introduction to Google AdWords she was able to strengthen different Google rankings due to great copy writing skills incorporating the right key words.

Tania has a great energy that influences an entire office in the best way possible. She has a curious mind and warmly welcomes new challenges. Through her internship at Kikkertland she has shown that she is able to work with both b2c and b2b audiences within the landscape of marketing and e-commerce.

Therefore, I strongly recommend Tania to any company, who wish for a fast learner, intelligent and energetic employee.



Mie Martine Nielsen

// Brand & Marketing Manager

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