



LASHME STUDIO LLC

To

Dr. Alyssa Adomaitis

New York City College of Technology

300 Jay St, Brooklyn, NY 11201

718-260-5000


Date: August 21, 2022

I am pleased to outline the objective of Ms. Afrin's Marketing and Ecommerce Internship at LASHME STUDIO LLC in regards to her college course. Ms. Afrin will assist in planning, developing, and publishing on all social media platforms. Furthermore, she will assist in the development of website design, contribute suggestions and design brand-specific content, and update the company website with new graphics, merchandise, and other content of value to develop social media marketing strategies across the organization.

Ms. Afrin will utilize the resources offered by platforms including Google Analytics and Shopify, among others, to examine which particular marketing methods are most beneficial for the growth of the company. She will then develop new material in the context of that data. Ms. Afrin will work virtually throughout the entirety of her internship completing a total of 250 hours.

Regards,

Haydee Morales
Marketing Manager

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