

DATE	START	END	TOTAL HOURS	SUMMARY
01/13/2024	1:00 PM	8:00 PM	6.5 HOURS	-Introduction of the Da Spot NYC - Introduction of full time employees and schedules -Understand of job description as Creative Marketing Intern.
01/14/2024	1:00:00 PM	8:00 PM	6.5 HOURS	- Continued introduction of the store brands and brand stories - Trained on how to assist customers and how to check out customers
1/20/2024	1:00:00 PM	8:00:00 PM	6.5 HOURS	- Started working on February Newsletter, establishing/create a theme for the newsletters - welcomed in new products from Brand Royal Priesthood.
01/21/2024	1:00:00 PM	8:00:00 PM	6.5 HOURS	-Took product pictures and created a template for February newsletter. Greet and helped customers with their shopping experience
01/27/2024	1:00:00 PM	8:00:00 PM	6.5 HOURS	-Finalized newsletter with new products from Royal Priesthood, brand highlights-"ASKAN", upcoming events-"Lovers and Friends", "Dekalb Market Hall", "Tailgate Party"
01/28/2024	1:00:00 PM	8:00:00 PM	6.5 HOURS	- Learned how to use MailChimp to create a newsletter and send out to over 5,000 customers/recipients to notify them of new products, new re-stock products, and upcoming events and celebrations for Black History Month.
02/03/2024	1:00:00 PM	8:00:00 PM	6.5 HOURS	-Learned how to received, inventory count of new products. Understand the pricing and tag products and stocking the shelves.
02/04/2024	1:00:00 PM	8:00:00 PM	6.5 HOURS	- Cleaned/Organized the store shelves, helped with new window visual merchandising. Understanding how to place mannequins and products.
02/10/2024	1:00:00 PM	8:00:00 PM	6.5 HOURS	- Filmed fashion content for Instagram reels and Tik Tok. Styled outfits on myself using store clothing we wanted to promote and create short videos to post to create a buzz for the store. Instagram reels reached 1500 views, Tik Tok video reached 21k views
02/11/2024	1:00:00 PM	8:00:00 PM	6.5 HOURS	- Learned how to add products on Da Spot NYC website using shopify.
02/17/2024	1:00:00 PM	8:00:00 PM	6.5 HOURS	- Continued taking product pictures and adding to the website
02/18/2024	1:00:00 PM	8:00:00 PM	6.5 HOURS	- Continued helping with new inventory and price tagging the products correctly
02/24/2024	1:00:00 PM	8:00:00 PM	6.5 HOURS	- Helped with creating and re arranging store layout to create a more pleasant shopping experience
02/25/2024	1:00:00 PM	8:00:00 PM	6.5 HOURS	- Used lightbox to take pictures of smaller products like Necklaces, Earrings, Bracelets, Rings, and crowns.
03/02/2024	1:00:00 PM	8:00:00 PM	6.5 HOURS	- Full-time employee JuJu taught me how to custom heat print, the proper way to measure the Tshirt of heat printing 6inches down from the collar, 3 inches down for the back
03/03/2024	1:00:00 PM	8:00:00 PM	6.5 HOURS	- Continued working on Sesame Street collaboration custom heat printing Tshirts
03/09/2024	1:00:00 PM	8:00:00 PM	6.5 HOURS	- retrieve new shelves to re-arrange and re-organize store layout. cleaned and organized custom printing area.
03/10/2024	1:00:00 PM	8:00:00 PM	6.5 HOURS	- more organizing and counting inventory of the products and stock closet
03/16/2024	1:00:00 PM	8:00:00 PM	6.5 HOURS	- Redo window display, got to style one window by myself and properly understood how display products for customer satisfaction
03/17/2024	1:00:00 PM	8:00:00 PM	6.5 HOURS	-Assist in greeting customers, and helping on the floor. Assist in checking out customer, and helping new customers be added into rewards program.
HALF QUARTER WORKED: TOTAL HOURS = 130 HOURS WORKED				
Michele Cadore: Comments	Sandra has been interning at my retail space for about two months and she had been a great asset to my small business. She has been instrumental in developing creative marketing content for social media and email campaigns, assisting customers, upselling and closing sales, visual merchandising on the floor and in the window, and supporting inventory management. Sandra is a team player, a very quick learner, trustworthy, and consistent. She also not afraid to pull up her sleeves and help with the heavy/dirty work. Sandra brings bright ideas to the table and she is understanding my preferences for what aligns. I also appreciate that Sandra helps me think outside of the box and brings a fresh perspective to our shop. Her recent visual merchandising in the window this weekend brought three large sales			
Signature:				
03/23/2024	1:00 PM	8:00 PM	6.5 HOURS	Arranged product displays according to current promotions.
03/24/2024	1:00 PM	8:00 PM	6.5 HOURS	Updated window displays to reflect new arrivals to reach new customers and increase sales.
03/30/2024	1:00 PM	8:00 PM	6.5 HOURS	Helped customers locate products and provided recommendations to increase sales.
03/31/2024	1:00 PM	8:00 PM	6.5 HOURS	WFH-worked on Da Spot NYC Website
04/06/2024	1:00 PM	8:00 PM	6.5 HOURS	Contributed ideas for social media posts and campaigns.
04/07/2024	1:00 PM	8:00 PM	6.5 HOURS	Assisted in drafting content for email newsletters by using MailChamp.
04/13/2024	1:00 PM	8:00 PM	6.5 HOURS	Conducted inventory checks on Square system to ensure all products are displayed correctly.
04/14/2024	1:00 PM	8:00 PM	6.5 HOURS	Collaborated with other interns to discuss on upcoming merchandising strategies and ways to market via Social Media.
04/20/2024	1:00 PM	8:00 PM	6.5 HOURS	ated in sales/marketing meetings to discuss current promotions and strategies to drive more sales and social media engagement.
04/21/2024	1:00 PM	8:00 PM	6.5 HOURS	Assisted in restocking shelves and maintaining inventory levels when brands drop off items.
04/27/2024	1:00 PM	8:00 PM	6.5 HOURS	Took New Product Pictures and edit for Website
04/28/2024	1:00 PM	8:00 PM	6.5 HOURS	Continues taking Product pictures and editing for website.
05/04/2024	1:00 PM	8:00 PM	6.5 HOURS	Organized Inventory room for better operations.
05/05/2024	1:00 PM	8:00 PM	6.5 HOURS	Helped with new inventory and price tagging the products correctly
05/11/2024	1:00 PM	8:00 PM	6.5 HOURS	Create more content for Social Media Sites.
05/12/2024	1:00 PM	8:00 PM	6.5 HOURS	Heat Print and cut hoodies to turned into cropped pieces for the spring
05/18/2024	1:00 PM	8:00 PM	6.5 HOURS	Continues Heat printing and cutting Hoodies
05/19/2024	1:00 PM	8:00 PM	6.5 HOURS	Modelled new pieces dropped off for brands
05/20/2024	1:00 PM	4:00 PM	3 HOURS	Helped with sales and customer satisfaction
			Total Hours: 250 Hours	