Seaniah Mcleod Internship Summary

Date	Start Time	End Time		Total Duration	Cumulative Hours
1/15/2024	1:33 PM	5:03 PM	Brainstorming visual merchandising strategies for Valentine's Day	3:30:00	
1/16/2024	1:24 PM	6:12 PM	Created Marketing video using Canva and posted on Instagram & Tiktok	4:48:00	
1/19/2024	12:19 PM	3:52 PM	Created collage video for Tiktok using Canva and Photoshop app	3:33:00	
1/22/2024	12:21 PM	5:16 PM	Answer direct messages and emails.	4:55:00	
1/23/2023	1:06 PM	5:15 PM	Research fashion trends for Upcoming spring/ Engaging with customers online.	4:09:00	
1/24/2024	1:25 PM	5:06 PM	Created 4 Instagram Stories and 1 post, introducing item	3:41:00	
1/29/2024	1:01 PM	5:10 PM	Participated in marketing campaige by using myself as model for brand	4:09:00	252:31:00
1/30/2024	1:46 PM	5:46 PM	used previous footage to create engaging post on social media	4:00:00	
1/31/2024	1:30 PM	4:44 PM	Curated two videos showcaseing three diffrent looks each.	3:14:00	
2/1/2024	1:30 PM	6:49 PM	arranged outfits on mannequins and created social media post on instagram	5:19:00	
2/2/2024	1:13 PM	5:56 PM	curated diffrent looks on displays for social media post	4:43:00	
2/5/2024	1:00 PM	4:57 PM	Video showcasing three diffrent winter looks	3:57:00	
2/9/2024	12:51 PM	6:04 PM	Leveraging myself as model to showcase clothing on social media. 3 post, 1 video	5:13:00	
2/12/2024	1:34 PM	5:20 PM	Posted new arrivals on all social media accounts	3:46:00	
2/13/2024	1:18 PM	6:02 PM	Check social media profile activity, and conducted market research to identify trends.	4:44:00	
2/14/2024	1:37 PM	5:02 PM	Created graphic Valentinesday post on all social media platforms.	3:25:00	
2/16/2024	2:32 PM	5:36 PM	Introducing Shirting Dresses on instagram and TikTok using canva	3:04:00	
2/19/2024	1:27 PM	5:53 PM	Introducing new items, on instagram account	4:26:00	
2/20/2024	2:20 PM	5:31 PM	Posted 1 story and 1 instagram video, showing three summer looks	3:11:00	
2/21/2024	12:57 PM	5:36 PM	Created 4 Instagram Stories and 1 post, introducing item	4:39:00	
2/23/2024	1:47 PM	6:04 PM	Utilized Canva to create and post on social media accounts	4:17:00	
2/26/2024	12:16 PM	4:51 PM	Taught how to create Lookbook through "Indesign 2023". Created insta content	4:35:00	
2/28/2024	12:59 PM	6:13 PM	Use Win Fashion Software to add fabric descriptions and check updated photos + research Spring trends	5:14:00	
3/1/2024	1:45 PM	6:04 PM	Help with production process by checking fit of clothing + Easter Content	4:19:00	
3/11/2024	1:07 PM	5:05 PM	Created one video showing three diffrent styles	3:58:00	
3/12/2024	1:02 PM	6:35 PM	Styled five different outfits using one blazer and created Instagram content	5:33:00	
3/13/2024	12:59 PM	6:23 PM	Used Canva to create video layout for new merchandise	5:24:00	
3/15/2024	2:44 PM	7:02 PM	Utilized myself as a model to showcase 4 different outfits, on social media accounts	4:18:00	
3/18/2024	2:47 PM	5:24 PM	Prep Easter theme content for tomorrow by researching the lastest spring trends and picking out apparel.	2:37:00	
3/19/2024	1:15 PM	6:24 PM	Post Easter theme content on all social media accounts.	5:09:00	
3/20/2024	12:30 PM	6:27 PM	Prepare for new fashion arrivals and formulate a strategy for tomorrow	5:57:00	
3/22/2024	1:44 PM	6:36 PM	Showcased new arrivals on tiktok and Instagram. Engage with customers in comments and direct messages	4:52:00	
3/26/2024	11:58 AM	5:00 PM	Answered direct messages and scheduled beah content for Friday	5:02:00	
3/27/2024	2:55 PM	5:57 PM	Used store mannequins to displays pieces for Instagram content	3:02:00	
3/28/2024	1:01 PM	6:02 PM	Checked business analytics and created interactive polls/ quizzes for consumers	5:01:00	
3/29/2024	1:01 PM	6:20 PM	Post Q&A sessions where followers can ask questions/ answered direct messages	5:19:00	
4/1/2024	1:01 PM	4:57 PM	Utilized myself as a model to showcase 4 different outfits, on social media accounts	3:56:00	
4/2/2024	1:01 PM	6:17 PM	Showcased new arrivals on Tiktok and Instagram. Analyze sales data to identify patterns.	5:16:00	
4/5/2024	2:20 PM	5:52 PM	Created videos on modest clothing and answered direct messages	3:32:00	
4/8/2024	1:03 PM	5:20 PM	Participated in viral Tiktok trend on Instagram and Tiktok. Research ways to enhance consumer participation.	4:17:00	
4/9/2024	12:00 PM	6:30 PM	Added categories to Shopify plus created content for Instagram and Tiktok	6:30:00	
4/10/2024	9:34 AM	5:30 PM	Utilized textile textbook to recognize fabric desciptions when adding into data bases. Added images on Win Fashion	7:56:00	
4/12/2024	1:32 PM	5:53 PM	I participated in a Salvation Army initiative , 'Doing the Most Good' where company donated clothing to charity	4:21:00	
4/15/2024	1:09 PM	5:28 PM	Created Marketing video using Canva and posted on Instagram & Tiktok.	4:19:00	
4/16/2024	1:12 PM	5:05 PM	Added categories to shopify website and created content for Instagram and Tiktok	3:53:00	
4/19/2024	1:30 PM	6:39 PM	Created Mothers day content on Tiktok and Instagram. Create plan for Mondays content.	5:09:00	
4/22/2024	12:29 PM	6:37 PM	Provided insight on clothing recommendations with the production team and scheduled content content.	6:08:00	
4/23/2024	11:38 AM	6:38 PM	Updated business poshmark account and made 3 post. Answered direct messages	7:00:00	
4/24/2024	11:24 AM	6:35 PM	Created two Instagram posts, two story posts, and two poshmark posts.	7:11:00	
4/25/2024	11:49 AM	6:49 PM	Created Tiktok meme video, schedule one social media post, (2) Instagram vidoes	7:00:00	
4/26/2024	11:35 AM	6:35 PM	Created three collages for Pinetrest posts and content using a model for Instagram.	7:00:00	
4/29/2024	11:00 AM	6:00 PM	I presented new apparel on model for Instagram and tiktok content. Provided online customer support.	7:00:00	
4/30/2024	11:00 AM	4:00 PM	I curated outfits for a continuous shoot with model. Checked all business accounts progress and compare to previous	5:00:00	
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