

Madison Northcraft
Marketing Intern
Fiesta Tableware Co.
mnorthcraft@fiestatableware.com

During my time working for the Fiesta Tableware Company, I have worked on many projects. I would have to say my main responsibility during my internship would be fulfilling image requests for retailers. Fulfilling image requests consists of translating item numbers, renaming images according to retailers' requirements, using Photoshop to edit Fiesta's images in order to meet the specific requirements of each retailer's website portal, and actually navigating through their portals to upload Fiesta's images. Some other things I have done over the summer include: answering direct messages through the Fiesta Facebook page and switching all of Fiesta's images over to Brandfolder.

When assisting customers/fans through the Fiesta Facebook page, I have to carefully read and respond to each specific message or need. If I am not sure about one of their questions, I seek help immediately to get them a response as soon as possible. I've had to help people with a variety of things, from looking up certain products/prices to helping a lady navigate her driving route to the Fiesta outlet from her hometown through Google Maps. I would have to say making them happy and excited to buy Fiesta can be the most rewarding part of the job.

The last big project I have been working on would be converting all of Fiesta's images over to Brandfolder. This project will take a long time to complete because of how many images there are. Each image has to be drug into Brandfolder and renamed with the correct tags so that retailers, along with workers within the Fiesta Tableware Company, have a more efficient/easier time locating specific images.