

Internship summary

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Company details: The Fiesta Tableware Company 672 Fiesta Dr. Newell, WV 26050

Thanks to funding from The Associated Glass and Pottery Manufacturers, we were able to hire rising Bethany College senior Madison Northcraft for a summer internship. Madison is a quick learner and accomplished many tasks for us this summer, including fulfilling image requests, replying to customers on social media, and loading 3,700 images and other digital assets into our new “Brandfolder” platform.

While we still have work to do organizing Brandfolder, Madison’s work saved our marketing department many dozens of hours of work by uploading all of our product images and glamour images to the platform. Thanks to her efforts, these images are now easy to locate and will make fulfilling future image requests much less time intensive. Our customers will now be able to download the images directly from the site already formatted to their individual specifications. Thank you again for the opportunity to hire Madison.