



LVW INTERNSHIP

During the course of my internship, I worked on three main goals. I expanded my portfolio of published works by writing for the League's quarterly newsletter. I honed my editing skills by curating a 12-part blog posts series for *League Lines Live*, LVW's blog. I instituted social media campaigns to increase LVW's online presence. Below are some engagement metrics for the posts that I created, and a summary of the programs I utilized.



#MONDAYMOTIVATION, #WRITERWEDNESDAY, AND #LEAGUELINESLIVE POSTS

- Posts achieved an average organic reach of 230 viewers, or 31% of the page's likes.
- Posts received an engagement of up to 19%, with an average engagement of 6%.
- Overall page views increased by 53% and page likes by 25%.



#MONDAYMOTIVATION AND #LEAGUELINESLIVE

- Posts achieved an average of 213 impressions each.
- Posts received an engagement of up to 4.2%, with an average engagement rate of 2%.
- Overall profile visits increased by 8.9%.



SOFTWARE AND EDUCATION COURSES

- Used Canva to generate graphics for posts
- Used Hootsuite to schedule content across social media platforms
- Completed learning courses on HubSpot Academy