

## **Week 6/4-6/8**

This was my first week at PickUp Patrol and it was interesting to say the least! It is very different than a professional setting that I am so used to, with working with a family startup and working at their house with all the family. Felt like I joined the family! But this week was mostly focused on understanding a lot of the office and administrative tasks that they deal with on a daily basis. The biggest thing I probably learned was creating and building out email lists for cold emailing schools. During this first week, I met a ton with my boss Maria and we did a lot of one on one training and reviewing about what I would be doing during this internship and how to manage my time while working from home.

### **Individual Goals:**

- During this first week, I was treated more as a “potential customer” and was to review cold calling emails, the website, demovides, and the online software and apps. While doing this, I was to take notes and mrk things that I thought needed fixing.
- Learn the email listing and work on building the email lists
- Review competitor sites and make PUP website goals
- Review past transactions for Grasshopper and analyze if PUP should change phone plan

### **Company Goals:**

- Setup Sierra with all company emails and passwords
- Teach Sierra cold calling email listing
- Meet two times a week to review Sierra’s progress
- Create and finishing producing a new promotional video for the website

Overall, it was a great first week and I was able to reach all company goals and personal goals during this week. It was a very busy week, especially having to learn all these new things. BUt I was able to monitor myself and set reasonable time goals to complete all the tasks in this first week.

## **Week 6/11 - 6/15**

This week had a heavy focus on understanding Google Adwords. It was my job to look at PUPs current ads from using Adwords and compare that data to our competitors ads. Since adwords is a bit too complicated for a startup business, PUP wants to transition into using Adwords Express, which is a lot simpler to use and making ads easier to make and monitor. To better understand the difference of both, I spent some of my time researching the advantages of both and was able to decide that adwords express would be better suited to PUP needs. After this decision I spent more time researching how to effectively using adwords express to get the full value of using this to our advantage for more website traffic.

Simultaneously I was making mock ads of what our target market is going to be and thinking of search words that someone might google to find our business and also coming up with an ad description for consumers. After creating a couple of different ads, Maria and I were able to create a budget for Ads word Express for three months, June, July and August. Also during this week I was focused on reviewing some of the demo videos on the website and made screenshots of the video we were fixing. I edited the script to relate our product better.

### **Week 6/18 - 6/22**

This week I launched our Adwords Express ad and it seems to be doing really well. While this ad was up and running, I have been working on a second ad that has a more targeted audience. So more for principals and secretaries that are directly searching for PUP under their search results. While all this was going on, I was slowly starting to work on the new PUP video that is going on the website. Maria, Catherine, and myself were also able to find the old script to the video that is on their website. I first went through the whole script and watched the video to make sure that they were correct and I added in things that would make more sense. Afterwards I screenshotted every scene and pulled all those scenes with comments on a powerpoint. Then I met with Maria and Catherine to review the changes in the video that I think would need to be made. We spent a good amount of time reworking the script and going into about how we wanted the video to still be playful and fun but look more professional.

After this meeting I was able to start animating the video, taking any creative route that I thought would fit the PUP brand. While starting the video I would periodically check in with Cathrine to make sure that the video was on target with PUP's branding, colors, and personality. I have been spending the majority of m time reviewing the video and editing the script I have a

tight due date for the video as we want it to have the video up and running for July, when the site and business gets the busiest.

This week we also had our biweekly meeting with everyone in the company to catch everyone up on what they are doing within their department. Mostly we talked up the software interface for parent users and how our programmers will fix the problems and when they will be fixed.

### **Week 6/24 - 6/29**

This week was still heavily focused on Adwords Express and creating the video. I started off the week with creating a second ad for Adwords Express and launched it. We want to compare each ads performance, and then pick a final ad that we will launch during PUPs busiest month, August. Also still working on animating the video for the website. I was able to map out which characters, settings, props, voices, and sound effects that I wanted into the video. But I only added some into the video and trying to find more while still working on editing the video. While working on the video Catherine periodically checks in to make sure the video is looking like the PUP brand and plot/progression of the video is making sense.

This week also partly focuses on reviewing and editing sales emails that go to principals of schools that showed interest in purchasing PUP but we haven't heard anything back. I have been editing these emails and eventually met with Maria this week to talk about the changes that I wanted to make to these emails. We added reworking these finals changes into my task column and they should be completed before July 7.

### **Week 7/2 - 7/6**

This week was more focused on reviewing all of PUPs cricket emails and parent introductory flyers for when schools first purchase PUP. It informs parents that the school is going to be using our application and directs them how to download the app and how to make student plan changes. Maria and I combed through these emails and flyers, making major changes to the subject lines, graphics, and any information that was provided in the these emails. Lots of the emails and flyer were very dated and definitely needed a face lift. Lots of the marketing materials were too wordy, unprofessional, or had outdated misleading information. Maria and I were able to go through all this essential emails and make major changes that makes the emails sound more professional, with the right information, and is shorter in length for people to get a quick read. After working on these, I was tasked with working on updating the

parent welcome flyer with the edits we had made previously in the week. Using the previous template I was able to change around things very quickly, while incorporating all the things Maria and I discussed.

Ongoing this week I was still working on creating the video for the website. Since finalizing the script, I was able to add more details into the scenes for the video. I first start picking and adding the main scenes and either adding props or deleting props to adjust the scene to how I want it to look. We want to keep the scenes similar as to not distract the viewer from the overall purpose of the video. Catherine was able to access the video and create some characters that fit in with our branding and diversity, that I was able to access and add to the video as I pleased.

### **Week 7/9- 7/13**

This week I was on vacation, but I was able to work some hours at night after we had finally got some wifi! During this week I mostly focused on finishing the PUP video and working on the email pipelines. Some other members of PUP were also on vacation this week, so I was flying solo for a bit. But I was able to refine more scenes of the video by mapping out finer details, like students holding notes or the secretary shifting through piles of papers and receiving multiple emails.

I was also working on the pipeline email listing(gathering emails for ohio) for cold emails. It's a slow process but I have been trudging along and making a small dent!

### **Week 7/16 - 7/20**

The first day off of vacation is always the hardest! Diving back into work week wasn't that hard to do as I again started with working on the video, this week I had made my final edits and sent it off to Catherine for review before we moved onto the next steps. Catherine in the net day was able to get back to me with some great feedback. I had forgot to add some scenes that were added into the script, and to make some changes to existing scenes to help the storyline flow better. This was some great feedback and I was able to go back in and add those scenes and fix some of the other scenes. Even though the video is coming along very smoothly, I ran into some issues with showing the app interface and showing it in the video and some other cinematic things that PUP wants to show in the video. I have asked for some help and we are currently looking for some solutions for these problems.

Maria returned from her vacation earlier this week and planned on meeting thursday afternoon to catch up on some of the work missed. This meeting was mostly focused on testing all the new app/ website update that the software coders has made.

Later in the week, I was able to meet with maria. The first couple of thing we did was start on some administrative tasks, like depositing checks and responding to emails. After that we did some very important testing for the new progressive web app, to make sure everything as working right before the guys launched the new updates. Some of the testing we did was making sure parents received email conformations after they made a plan for their children, making sure the launch page remember their emails and passwords ( so they wouldn't have to log in everytime), and some smaller things like name changes and added buttons to make it more user- friendly. We also tested the app on different internet servers,like Firefox, Google Chrome, and Microsoft Edge and tested on different phones; iphones and androids. The app worked seamlessly with all devices and interfaces which was great!

### **Week 7/23 - 7/27**

**Selling Season!** We have been getting a lot of traffic on the website and lots of email inquiries about PUP. The main focus of this week was emailing all these people back and having demos. Catherine is usually the head sales women and does mostly all the emailing when school request more information about PUP. When a school does this, she sends a neighbor email to the surrounding schools to try and sale to them also, most of the time it works! So my main focus this week was collect the neighbor emails in certain school districts so Catherine could send them out as soon as possible.

Also this week Maria and Tony were able to review the video and give me a list of comments/ edits to make to have the story of the video flow better. Most of these edits were time consuming, as I changed major elements of scenes to fit the storyline better. Working in parallel with the video I was focused on finding transportation consulting groups/firms that we could potentially market our service too as they are in communication with school and could mention our product.

At the end of the week Catherine, Maria, and myself met to have a marketing campaign brainstorming session and watch the final rough draft of the video before we added in all the script voice overs. We spent a lot of time going over every scene in the video, making slight or major changes to make sure the video was on brand and made sense. Or changing characters or props in scenes to make the message of the video more clear.

### **Week 7/30 - 8/3**

I can't believe it's already the second to last week and that it's almost over. This week has been really busy for everybody in the company. All the developers are pushing up new updates, Maria and Catherine are doing multiple demos a day and setting up new accounts. So it's been a pretty hectic week for everybody. I was mostly trying to tying up tons of loose ends with work that I had started and was put on hold for more important tasks or completing some small tasks that PUP needed done before I left.

I was hurriedly trying to finishing building out the Ohio email list, as it was pretty big and time consuming. I was able to knock off a letter a day and make a pretty big dent this week. Also during this I was researching ways for PUP to have more SEO and media searches.

But my main priority as always, has been trying to finish the video as fast as I can. But with all the edits and trying to find the voice actors, it will be tight trying to get it published and on the website.

### **Week 8/6 - 8/10**

Last week! Surreal that this internship went by so fast. This week was my working very fast and trying to finish everything I started during the summer. I was working tirelessly on finishing the email lists and researching blogs or newsletters to market PUP out too. These were small tasks that I could help fulfill while everyone was too busy to research themselves.

The final team meeting was on Thursday, which I would show the video to everyone and make last minute edit changes before my last day. We also had to record some recordings for the video that needed to be added in also. We had gone over some other business that we had finished for the summer.

Friday, my last day, I went back over to Maria and I's little shed to finish up. We deposited some checks that PUP had gotten in the mail, gone over the dynamics of running a startup, and spam models. After doing this we did some final testing for the app to catch any bugs before its final launch. We also watched the video after I added in the voice overs and some other edits. After this I had finished off the work day and it was so sad to leave. The summer had went by so fast. It was such great experience.