

Student Internships at Startups Program Blog

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Week 1: May 21st - May 25th

My first day at Nobl I got a tour of the office space, production floor, distribution dock, and met the team during their weekly Monday morning meeting. I was given my own Nobl email and was introduced to several new computer programs including WorkWave for distribution logistics, Trello for company-wide task and assignment organization, TrackAbout for distribution logistics, and BlueCart for client product ordering.

With these programs I learned the weekly distribution schedule and delivery regions across New England. I learned how to input orders for clients, work in Excel on production and order details, and updating keg deposit numbers from TrackAbout. The COO, Jason, showed me how to keep track of how much each delivery route costs the company, and went back several months to catch up on the recording and averaging in Excel.

I researched upcoming summer events food and beer festivals for Nobl to apply to or attend as a vendor. I took the existing excel sheet to keep track of the research gathered and re-vamped it, adding a new sheet for 2018.

I updated client invoice and ordering email addresses after dozens bounced back from a mass email Jason sent them about Memorial day delivery changes. I also began researching blog article ideas and culminating a list to go off of.

Jason tasked me with a data analysis project involving the gathering of client information, including acquisition date and date of last invoice for products for around 500 clients. This would be used to determine which clients are most profitable, which

clients need to do more selling, and which haven't even ordered in several months and needed to be contacted.

My daily tasks were established, which involve entering client orders using BlueCart, added keg deposit returns, using WorkWave to export driver logistic sheets to update Kombucha return rates, and update the head of logistics, Morgan, on comments from drivers that need addressing. These I would complete first thing everyday for the rest of the summer.

Week 2: May 28th - June 1st

I continued to work with Jason on the data analysis project, something that would take several days to weeks of off and on work to complete. The CEO, Connor, would always joke about Jason's boring Excel projects he's given me, but I actually enjoyed entering the data, getting a lot better at Excel (I barely knew how to use it before), and seeing the results being put to use by Jason and the sales reps. This project continued into the first few weeks of my internship.

I continued to put together the summer events list that NOBL could attend, filling out application documents, and emailing insurance companies for certificates of insurance (COI's) for the events.

I began working on some marketing materials, including copy for coffee and tea product cards that will be used in sales, and drafting a new blog post.

Week 3: June 4th - June 8th

This week I was in contact with representatives from New England Brewfest, completed registration paperwork, and coordinated the deposit payment for attending the event in late June. Also, I continued updating customer email lists with correct emails.

I continued to work on the coffee and tea cards, getting information and images from our creative director/graphic designer Andy.

I also learned a new software, PandaDocs, which is a document/agreement paperwork software for clients to fill out for NOBL. I went through expired client agreements and resent new ones to be signed by the clients and sales reps. This project took a while, and would also last into several more weeks.

Week 4: June 11th - June 15th

I updated route cost calculations, contacted events staff for future events, and made new PandaDocs for clients who never had any. Often these were long-standing clients who were around before NOBL adopted the PandaDoc software. I completed Coffee/Tea card marketing materials, and began working on redesigning the website and researching the information to be included on the updated website.

I researched social media tips, including popular coffee company hashtags and social use. I updated brew numbers on excel, and contacted events staff for the upcoming Trillium Brew Fest.

I also calculated more route costs, and contacted insurance reps to gather documents for events.

Week 5: June 18th - June 22nd

I continued working on outlining the new website design and copy, I looked at Squarespace website templates and new marketing materials. I developed a new website plan, and presented it to Connor, Jason, and Andy for their feedback. We got to brainstorming by looking at what other companies have featured on their website. We also looked at other social media accounts to figure out how to boost our own content development.

Andy and I would be the main ones working on marketing materials including the website and social media. I developed a social media plan to accompany the new website plan, and wrote down the current follower statistics for each of our platforms so I could keep track of how many new followers we've gained.

I set up NOBL with a Later account, Later is a social media scheduling platform that appeared easy to use with Twitter and Instagram. Connor made me an admin on the NOBL Facebook page, and I began to plan out social posts and updating profile content and images.

I updated PandaDocs for clients and cross referenced with emails listed for them, I also calculated route costs and contacted insurance reps to gather documents for events.

Saturday, June 23rd - New England Brewfest!

I went to New England Brewfest! It was so much fun. One of the sales reps, Jack, and I loaded up the Mercedes sprinter van with a four-tap kegerator, coffee and tea kegs, and marketing materials, and headed up to Loon Mountain in Lincoln, NH.

We got there at around 10am, and set up our stand. There were dozens of breweries and food vendors there, along with a stage with live music and tall tables for guest tastings.

It poured pretty much the whole time and the ground turned into a muddy lake with the hundreds of attendees. But everyone was still having a great time. It was so cool to hand out samples of coffee and tea and watch their reactions when they realized how good it tasted without milk or sugar. It was a great experience in selling our products and talking about the company.

Jack also got to wander around and sample the many beers from vendors, which meant I got to drive the giant sprinter van back to Exeter since he was slightly intoxicated. We got back late, and were totally soaked from the rain, but it was totally worth it. I got tons of free brew swag and got to be a part of getting NOBL's name out there.

Week 6: June 25th - June 29th

I worked on outlining the new website design and copy, looked at website templates and updated marketing materials.

Connor tasked me with searching for a new refrigerated sprinter van for the company to use on deliveries. I created the excel sheet "Truck Shopping" and perused craigslist and commercial truck dealer websites.

I worked on filling out paperwork for the Rental Housing Associations Conference & Expo which NOBL will be attending.

Morgan showed me how to send invoices to clients through QuickBooks, something I would end up doing every so often when she was swamped with work.

Week 7: July 2nd - July 6th

I sent the invoices for the day to clients through quickbooks for Morgan. I also set up a system to record kegerator system problems with clients. Jason tasked me with keeping

track of these issues and their solutions/timeline with sales reps and delivery drivers. This makes technical problem solving easier and more streamlined.

Connor purchased an office cell phone, new delivery iPad, and new production floor laptop. I was in charge of setting up all the devices and creating a new answering system and phone line director for the office phone. I now take office calls when they come in and review voicemails when no one was around to pick up the phone.

Week 8: July 9th - July 13th

I created a google doc folder to house NOBL brand photos and shared with the company so that when people were out in cool places they can take pictures of NOBL cans/tshirts and upload them to the folder so Andy and I can use them for marketing materials, social media, and website updating.

I researched and purchased Storepoint for the company, Storepoint is a locations software plugin that will go into the new website and allow visitors of the website to search for locations in New England where NOBL coffee & tea is sold. It required several steps of collecting data and formatting it in a specific way so the plugin could pull information from that spreadsheet and input it into a code. I was then able to copy the code into the new website and it actually worked! I had never worked with code before so it was cool to see that come together so well.

Week 9: July 16th - July 20th

Jason put me in charge of gathering information on a daily or semi-daily basis to compile into a company-wide recap email to keep everyone informed on what's going on day to day. This has worked out really well since a majority of NOBL employees aren't always in the office everyday.

Connor helped me compile a list of company points-in-history, which I'm working on for a timeline that will appear on the new website. I've also continued to work on blog posts for the website.

Week 10: July 23rd - July 27th

I continued to work on updating the website by redesigning the pages, including press releases, and filling out the products page with the help of Andy. I began to reach out to high-volume clients asking if they would give NOBL a review or testimonial to be featured on the website. I've received a few positive responses so far.

Jason had me work on creating BlueCart accounts for everyone in the company, something that I'll help him coordinate and show everyone how to use.

This week Jason and Connor were doing one-on-one meetings with all the employees at NOBL to give and get feedback on how the company is doing. Friday, July 27th was technically my last day of the internship, I told that to Connor on our meeting that day. "It was nice working with you then," he said and that was it.

Just kidding! He was nice enough to hire me for the rest of the summer and into the fall semester of my senior year, which is super exciting! We talked about all the projects I have yet to accomplish and some of his own ideas for things he wants me to work on. I'm very excited to continue working there.