

## **ERASMUS Internship Report**

I have the pleasure to write this report after being part of an internship at a Spain company, 123 Perfect You Holdings Limited. I had the chance to be part of its team thanks to the given support of ERASMUS and IPS.

My position at the company was Digital Marketing Assistant. I am thankful that I was part of this company as I had to be part of different projects and tasks. I had a weekly plan which was consistent of:

- Producing new graphics, layouts and social media design mockups
- Designing and delivering new visuals and animations
- Owning all areas of graphic design from concept to completion
- Working with marketing team on development + implementation of launch marketing strategies
- Producing conversion-focused graphics, videos and animations for social media campaigns, company website and ads
- Managing and executing graphic design campaigns with support and supervision from the Team
- Communicating regularly with founders + team
- Promoting brand + blog on social platforms as well as posting on behalf of the brand
- Continued learning and professional development, including attending seminars and courses
- Gaining first hand insight in the process of launching a global brand and introducing new digital products to the market

This internship was really helpful and important to me as it helped to empower my knowledge and my working ability. The insight of this internship broaden my horizon and stands as a valuable asset that could open many doors for me. The possibility of a work will be greater by already having this experience.

Being part of this internship not only helped me to expand my knowledge and prepare me on my future career but it also gave the possibility on visiting a new country. It was good to live in place that offers the opportunity to meet people with different nationalities and cultures. My internship was located in Porto Colom in Palma Area. As it is a touristic place I had the chance to be there during all the summer and in my free days I had the possibility to meet people and make friends not only from Spain but also from different countries.

I would like to state that this internship was undoubtedly unique and life changing. Not only based in my career but also based on my personal life. Every moment there was full of life,

new learnings, new improves, new challenges and what is most important full of fun. I am thankful that nowadays organization like ERASMUS exists, and give the possibility to students to grow and develop their knowledge and ideas in different countries in Europe. I would like to thank also IPS for supporting in a financial plan and make it easy for us to gain experience through internships.