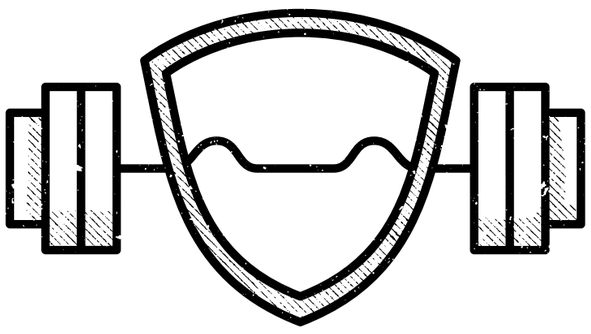
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EXCLUSIVE INTERNSHIP REPORT

Illia Kosinov

Strategic Marketing Analyst Virtual Internship



STRENGTHS

- Data Analytics
- Marketing
- Strategic Planning
- Impact Assessment
- Technology Advancement



TARGETS

- Report Writing
- In-depth Data Comparison
- Thinking Ahead
- Stakeholder Assessment
- Opportunity Costs



Your Demonstrated Top Skill: **Analysis**

Final Grade: **Merit+**



22/07/2024

DATE

ACHIEVEMENT BADGES

IN PROJECT MANAGEMENT, MANAGEMENT CONSULTING & PROBLEM-SOLVING

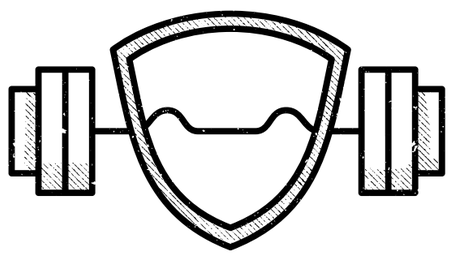
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EXCLUSIVE INTERNSHIP REPORT

REVIEW

Strategic Marketing Analyst Virtual Internship



STRENGTHS

- Data Analytics
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TARGETS

- Report Writing
- In-depth Data Comparison
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- Stakeholder Assessment
- Opportunity Costs

STATEMENT FROM SCHMINTLE:

'Well done! We are greatly impressed with your internship performance, presentation and effort. Your strengths consist of analysing data, assessing and evaluating alternatives, problem-solving and lateral thinking as well as consulting and examining business performance. However, your main targets are to focus on organisation and report writing, assessing impacts to stakeholders such as investors and consumers as well as thinking ahead in terms of future events and opportunity costs.

NEXT STEPS:

For you to excel in this space, you will need to focus on your targets. Ensure your CV is up to date and get real-work-life scenarios ready to share in future interviews. Make sure you also prepare the correct terminology for your examples.



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Strategic Marketing Analyst Virtual Internship

Commendable Strengths

Your performance during this internship has highlighted several key strengths that are essential for a successful career in strategic marketing:

1. **Data Analysis:**
   - You have exhibited exceptional analytical skills, effectively interpreting complex data sets related to the campaign and drawing meaningful insights.
   - Your ability to utilize various analytical tools and software has significantly enhanced the accuracy and depth of your campaign analysis.
2. **Assessing and Evaluating Alternatives:**
   - Your thorough approach to assessing and evaluating different marketing strategies and alternatives for the campaign has been commendable.
   - You consistently provided well-reasoned recommendations that were supported by data-driven evidence, ensuring the campaign's effectiveness.
3. **Problem-Solving and Lateral Thinking:**
   - Your problem-solving capabilities have been outstanding, particularly in addressing unforeseen challenges during the campaign development.
   - Your lateral thinking allowed you to approach problems from unique angles, resulting in innovative and effective solutions.
4. **Consulting and Examining Business Performance:**
   - Your skills in consulting and evaluating overall business performance were instrumental in shaping the campaign's strategic direction.
   - Your insights and recommendations have been valuable in refining our marketing strategies and improving the campaign's overall performance.
   -

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Areas for Improvement

While your performance has been excellent, there are specific areas where further development would enhance your effectiveness and prepare you for greater responsibilities:

1. **Organization and Report Writing:**
   - Improving your organizational skills will help you manage multiple tasks more efficiently and meet deadlines consistently, particularly when compiling extensive campaign reports.
   - Developing a more structured approach to report writing will enhance the clarity and impact of your findings and recommendations.
2. **Stakeholder Impact Assessment:**
   - Focusing on the assessment of impacts on various stakeholders, such as investors and consumers, will provide a more comprehensive view of the implications of your marketing campaigns.
   - Understanding and addressing stakeholder concerns will ensure that your strategies align with broader business objectives and stakeholder expectations.
3. **Forward-Thinking and Opportunity Cost Analysis:**
   - Cultivating a forward-thinking mindset will enable you to anticipate future trends and events, positioning the company to capitalize on emerging opportunities.
   - Evaluating opportunity costs associated with different strategies will help in making more informed and cost-effective decisions.

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Specific Recommendations

To support your continued growth and development, we recommend the following actionable steps:

1. **Enhanced Organizational Skills:**
   - Consider taking project management courses or workshops to improve your ability to organize and prioritize tasks during campaign development.
   - Utilize tools such as task management software to track deadlines and streamline workflows for campaign projects.
2. **Advanced Report Writing:**
   - Practice writing detailed and structured reports, focusing on clarity, coherence, and conciseness in presenting campaign results and strategic recommendations.
   - Seek feedback from peers and supervisors on your reports to identify areas for improvement and refine your writing style.
3. **Comprehensive Stakeholder Analysis:**
   - Engage in activities that involve direct interaction with stakeholders to better understand their perspectives and concerns regarding the campaign.
   - Incorporate stakeholder impact assessments into your campaign reports and presentations to provide a holistic view of your strategies.
4. **Developing a Forward-Thinking Approach:**
   - Stay informed about industry trends, market developments, and emerging technologies to anticipate future changes that could affect your campaigns.
   - Regularly conduct scenario planning and opportunity cost analysis to evaluate the potential long-term impacts of your marketing strategies.

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