

This summer, I had the opportunity to work with an experiential marketing firm called Yellowmoon Marketing in Nairobi, Kenya. Before I started working there, I had a slight idea of what marketing entailed. This internship has definitely helped me better understand not just marketing, but the operation of a small firm too.

Yellowmoon Marketing is a small firm that is relatively new in the Kenyan market. However, they have a rapidly growing presence, and have had a lot of success so far. As an intern, I was tasked with rotating within the different departments, with most of my time spent in client service. This internship was very different in that although I worked in certain departments, when projects came in, everyone helped out and I got to experience the marketing process from start to finish.

I was directly under a supervisor, Michelle, who proved to be a great resource. I would talk about all the projects I did with her, even if they were not under her directly, and she would help me figure out how to improve my quality of work. Thus, even though I did have a direct supervisor, the work that I did was pretty autonomous and I got to learn a lot from that.

Under client service, one of the things I was tasked with was to put together client briefs for different projects. Potential clients would send a summary of what they wanted to us, and the team would sit down in a brainstorming session. After this, one person would be tasked with putting together a brief for the client, which included the plan, the cost, and all materials and workers needed. The first brief I worked on was for an international firm that manufactures whiskey. They wanted to push sales leading up to Father's Day, and so I proposed a sampling booth that would come with custom glasses for the whiskey being sold, and brand ambassadors who would be dressed according to the whiskey they were representing. The client liked the

brief, and it was a great learning experience in being able to help bring their goal to fruition. The team member in charge of this particular project named me as one of the project managers, which was a lot of fun to get to do as an intern.

Preparing client briefs taught me a lot because in order to win a bid, the brief needed to be above and beyond what our competitors offered. This entailed doing market research, talking to event management firms, and staying abreast with what was going on with experiential marketing. In order to do this, I started following marketing blogs and looking for books on the same topic, and these definitely helped me maximize my experience at Yellowmoon.

In line with client briefs, once we won a bid, we would have to send them a quote. I helped set up a master quote to be used that would help team leads and the finance department to give the best figures to the client.

While most of my days were spent in the office, I did have some opportunities to go out and meet clients at the sites where the experiential marketing events would be held. One of these site visits was to the Spanish ambassador's house. The ambassador and his wife were hosting a fashion show that was put together by an Italian designer based in Nairobi. I got to meet the designer and help her plan what the event would look like. The project manager for this had hired an event planning firm to help with the fashion show, and so I also had the opportunity to oversee some of their work and understand how much more goes into an event than just the idea behind it. Another site visit I made was to an expo hall, where a home expo was to be hosted. For this, our creative department put together a virtual model of what the hall would look like. While I did not get to work on models myself, it was interesting observing others make them.

One of my favorite projects that I had the opportunity to work on was entitled 'Kenya at 50.' This was a different project from all the others that we worked on, in that this was not done for a particular client, but rather a proposal to be pitched to potential sponsors. Being 2013, Kenya is celebrating 50 years of independence. One of the directors of Yellowmoon had an idea to put together a board and a blanket name under which all the events celebrating this momentous occasion would be housed. He asked me to assist on this, and as he was usually busy with client meetings and other projects, I got to meet with the sports and creative departments at Yellowmoon and do a bit of independent research to put together ideas for this.

An internal project that I initiated myself was the coming up of a team building and human resources structure for Yellowmoon. Earlier on in my internship, I had done some informational interviews with various members of the Yellowmoon team to get a better idea of what exactly they did. I realized that since Yellowmoon Marketing is such a small firm, most HR issues are dealt with by the directors or the finance department, and there were no team strengthening projects in place. Therefore, I took the initiative of talking to one of the directors about this, and he tasked me with putting together a workable structure. I had a lot of fun doing this, and even now, the structure that I came up with is in the process of being implemented at Yellowmoon.

Before my internship, I expected to learn a lot about a particular aspect of marketing. I had no idea that I would become so invested, or that I would have the opportunity to learn a lot more about the different sections of a marketing firm. The team I worked with was great and instrumental in helping me to realize that marketing may be something I would be well suited to work in. Thank you for giving me the opportunity to have such a great internship!