

WEEKLY HOURS: 10

TOTAL HOURS: 30

Hotel HERRINGBONE



WACO, TX

MADELEINE BARTON | INTERNSHIP PROGRESS REPORT

DATE	HOURS	ACCOMPLISHMENTS
SEPT. 9	3 P.M. - 5 P.M.	<ul style="list-style-type: none"> • <u>Filmed and created TikTok for Raw Bar dinner on 9/11</u> • Researched and reached out to influencers for trade
SEPT. 10	3 P.M. - 6 P.M.	<ul style="list-style-type: none"> • Brainstormed reoccurring events with supervisor • <u>Filmed and created TikTok for menu change (day of)</u>
SEPT. 11	8 P.M. - 10 P.M.	<ul style="list-style-type: none"> • - <u>Attended Raw Bar dinner for content creation, created Tiktok (posted Saturday)</u>
SEPT. 12	3 P.M. - 6 P.M.	<ul style="list-style-type: none"> • <u>Created Flyer for Jazz Piano Nights</u> • <u>Flyer for Song Bird Stage</u> • <u>Napkin Inserts for Online Ordering at Lucky Buck's</u>

New Contact: @keepaustineatin, a popular blogger in Austin known for "Top 20" restaurants. She is staying in our hotel on trade after me reaching out to her.

Current Event: There was a shooting near where President Trump was playing golf. It was apparently unrelated to Trump himself.

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SEPT. 16	3 P.M. - 4 P.M. 8 P.M. - 9 P.M.	<ul style="list-style-type: none">• Researched potential re-occurring events• <u>Attended Monday Night Pizza, created content and TikTok</u>
SEPT. 17	3 P.M. - 6 P.M.	<ul style="list-style-type: none">• Continued research for other events, Attended content filming for restaurant• <u>Took headshots for head chef for ATX Food and Wine Magazine</u>
SEPT. 18	8 P.M. - 10 P.M.	<ul style="list-style-type: none">• Started planning for Bachelorette watch parties at Lucky Buck's• Reached out to Sorority girls for Monday Night Pizza Offer
SEPT. 19	3 P.M. - 6 P.M.	<ul style="list-style-type: none">• <u>Created Songbird Instagram story</u>• <u>Created Engagement photos TikTok</u>

New Contact: N/A

Reflection: This week was not very heavy, but we made a lot of good plans for upcoming weeks!

Current Event: A Judge was killed in Kentucky by a Sheriff. (Via NYTimes)

WEEKLY HOURS: 10

TOTAL HOURS: 50

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DATE	HOURS	ACCOMPLISHMENTS
SEPT. 23	3 P.M. - 5 P.M.	<ul style="list-style-type: none">Planned / Researched for Bachelorette watch parties at Lucky Buck's, ordered supplies
SEPT. 24	3 P.M. - 6 P.M.	<ul style="list-style-type: none">Created Instagram story for Bachelorette watch partiesBrainstormed Theme drink for watch party with bar directorhelped to set up for Jake Bush Live music event at Song BirdTiktok at Songbird
SEPT. 25	3 P.M. - 5 P.M.	<ul style="list-style-type: none">Went through attorneys on Waco Judge's upcoming calendar – started gathering emails, brainstorming potential topics to hit for that demographic through research
SEPT. 26	3 P.M. - 6 P.M.	<ul style="list-style-type: none">Continued working on gathering attorney's emails, reaching out to more contacts that know what attorneys may be drawn to

New Contact: Dallas-based influencer @missmo2323

Reflection: I was creating events and content for two very different publics this week. It was a challenge to think about what these two very different publics are influenced by.

Current Event: In the aftermath of hurricane Helene, an estimated 60 people have died due to the storm. Via NYTimes

WEEKLY HOURS: 15

TOTAL HOURS: 75

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OCT. 7	3 P.M. - 5 P.M.	<ul style="list-style-type: none"> Continued gathering attorney emails
OCT. 8	3 P.M. - 8:30 P.M.	<ul style="list-style-type: none"> Got promoted to Interim Marketing Manager! Sent emails to ~45 attorneys coming to Waco in the next 30 days Spoke with ownership about expectations (new job) Crash course on how to use ClickUp <u>TikTok for Jazz Night</u>
OCT. 9	11 A.M - 12:30 P.M. 3:45 P.M. - 5:45 P.M.	<ul style="list-style-type: none"> Based on Marketing Director master list, started to input next quarter responsibilities to ClickUp— including needed materials, deliverables, goals, and metrics
OCT. 10	3:30 P.M. - 4:30 P.M. 9:00 P.M. - 10 P.M.	<ul style="list-style-type: none"> Finished up adding marketing director responsibilities to ClickUp Attended DJ set at Lucky Buck's to facilitate set-up and take-down

New Contact: Employees based out of the hospitality management company based in London

Reflection: With my supervisor leaving, I am being trusted to completely handle marketing for the hotel myself. Although it is a bit of a daunting task, I feel equipped to do a good job. There has been a serious conversation about potentially continuing to work with the hotel post-grad as a full-time endeavor!

Current Event: Hurricane Milton made landfall in Florida on Wednesday night. In the aftermath, there are 7 confirmed deaths and power is out throughout the state. Via NYTimes

WEEKLY HOURS: 8

TOTAL HOURS: 83

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DATE	HOURS	ACCOMPLISHMENTS
OCT. 14	3 P.M. - 5 P.M.	<ul style="list-style-type: none">Continued gathering attorney emails
OCT. 15	3 P.M. - 7:00 P.M.	<ul style="list-style-type: none">Talked with ownership about new job, was offered a part-time job as "Marketing Admin."Submitted an hours/holiday/pay proposalCreated Flyer/graphic for halloween party @LB
OCT. 16	3 P.M. - 5 P.M.	<ul style="list-style-type: none">Finished emailing attorneysFacilitated an influencer arrivalResponded to DMs on Instagram + Facebook
OCT. 17	N/A	

New Contact: @parisbrookee on TikTok-- the influencer we had come in this week

Reflection: I still have not heard back from ownership about my proposal, so I have reeled in my hours until I hear back with a rebuttal or an acceptance of my proposal. With my supervisor's last day being last Friday, the hotel is looking for potential new candidates to take over.

Current Event: With just a few more weeks left until the presidential election, Kamala Harris and her campaign have changed strategies-- now focusing on Donald Trump as an unfit candidate. Via NYTimes.

WEEKLY HOURS: 10

TOTAL HOURS: 91

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OCT. 21	3 P.M. - 5 P.M.	<ul style="list-style-type: none">Continued gathering attorney emailsGathered information concerning a styled shoot we're hosting in November- corresponding with 5 different photographers
OCT. 22	3 P.M. - 7:00 P.M.	<ul style="list-style-type: none">booked three new influencer visitsmet with ownership, had my proposal edited and accepteddiscussed responsibilities with ownership in meeting
OCT. 23	3 P.M. - 5 P.M. 9 P.M. - 10 P.M.	<ul style="list-style-type: none">Finished emailing attorneysresponded to DMs on Instagram, emails, facebook, repostsfacilitated a DJ at LB
OCT. 24	N/A	

New Contact: @katlynbryant, a new influencer who is visiting in November

Reflection: Because I am the main person for marketing on-campus right now, I am helping to set up a lot of influencer visits and am the main point-man for content creating. My new supervisor starts Monday!

Current Event: In a New York Times poll, nearly half of all voters do not think Democracy accurately reflects the wants of the american public. Via NYTimes.

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TOTAL HOURS: 99

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DATE	HOURS	ACCOMPLISHMENTS
OCT. 28	3 P.M. - 5 P.M.	<ul style="list-style-type: none">Continued gathering attorney emails
OCT. 29	3 P.M. - 4:00 P.M.	<ul style="list-style-type: none">Communicated with and booked two new influencersFinished contacting attorneys for the week
OCT. 30	3 P.M. - 5 P.M.	<ul style="list-style-type: none">Bought halloween decorations for Lucky Buck's Halloween PartyPromoted party through socials and Eventbrite
OCT. 31	3 P.M. - 4 P.M. 7 P.M. - 8 P.M.	<ul style="list-style-type: none">Decorated LB for halloween partyattended party and took pictures / video content

New Contact: @theregoesjonathan, an influencer we've hosted before who is coming back!

Reflection: This week was somewhat uneventful with my new supervisor getting acquainted She is extremely enthusiastic about being a good mentor, and says she has plans for me!

Current Event: The New York Marathon happened this week! The race hosted over 50,000 runners. Via NYTimes.

WEEKLY HOURS: 10

TOTAL HOURS: 109

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DATE	HOURS	ACCOMPLISHMENTS
NOV. 4	3 P.M. - 5 P.M.	<ul style="list-style-type: none">Continued gathering attorney emailsUpdated and added to master doc of influencers
NOV. 5	3 P.M. - 6:00 P.M.	<ul style="list-style-type: none">Met with supervisor to discuss plan for a month-long Christmas eventTalked about alternative ways of email marketingtalked about Dec. social media plan, using new planning tool, Metricaol
NOV. 6	3 P.M. - 5 P.M.	<ul style="list-style-type: none">Emailed, planned, booked, and created gift cards for three different influencers for the months of Nov. and Dec.
NOV. 7	3 P.M. - 4 P.M.	
NOV. 8	3 P.M. - 4 P.M.	<ul style="list-style-type: none">-Used metricool to plan four posts for LB, SB, RH, and HHCreated a proposal for a month-long holiday event at Lucky Buck's
NOV. 10	8 A.M. - 9 A.M.	

New Contact: @mrs_comedy, a new influencer that stayed with us this week!

Reflection: Planning a month-long event is a bit daunting, but it's proving to be something I really enjoy. It was fun to get creative and have my plans be encouraged!

Current Event: President Trump was reelected, leaving many americans excited and many americans worried about the future. Via NYTimes.

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NOV. 12	1 P.M. - 2 P.M. 3 P.M. - 4:30 P.M.	<ul style="list-style-type: none"> Continued gathering attorney emails met with all ownership + management of the hotel for a creative meeting discussing each brand at the hotel made gift cards for influencers
NOV. 13	3 P.M. - 5 P.M.	<ul style="list-style-type: none"> Rebranded the "Sleigh Bar" event at LB to an "Après Ski" after discussing brand Talked with potential Santa actors
NOV. 14	3 P.M. - 5 P.M.	<ul style="list-style-type: none"> Met with supervisor, manager of RH, and GM of HH to discuss plans for holiday events at LB and a NYE event at RH Did some editing for copy for an ad in the Wacoan
NOV. 16	3 P.M. - 4 P.M.	<ul style="list-style-type: none"> Did some online shopping for the holiday events coming up, created a doc with links and price comparisons

New Contact: Adam, our new Interim GM of the hotel! Thank goodness!

Reflection: It was so fun to sit in a big meeting with everyone. We very rarely have every person in the same room. The meeting I got to attend was super cool-- we assigned personas to each brand at the hotel, and it even helped to figure out what events should be hosted where, as well as a re-brand of an event I am currently helping to plan.

Current Event: President-elect Donald Trump has made the majority of his cabinet picks. They are stirring up some controversy. Via NYTimes.