



# Weekly Journals

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1.0 For-Credit Internship (50 Hour Requirement)

Total Completed Hours: 52.25

SP 2024

**Week 1: January 7-13**  
**(pre internship discussions with**  
**Supervisor started Jan 5th,**  
**included in this entry); Hours: 2.5**

Questions:

1. What happened in retrospect? How did you spend your time? With whom? What did each of you do?
  - a. Reflecting on the first week of the internship, it was a period of establishing a foundation for the experience and setting clear expectations. Andreas and I met over Zoom on January 5th to discuss my involvement with the company, focusing on big-picture aspects rather than specific tasks. The main objective for the week was to establish a plan and outline my responsibilities as an intern. We discussed completing initial necessary forms for the for-credit internship experience and figuring out how to effectively produce social media content remotely. Andreas provided me with login information and full access to our shared Google Drive and Instagram account. I spent time familiarizing myself with the platforms and setting up the Instagram account as a business account. Additionally, I advised Andreas on creating a separate Facebook account for business purposes, but he explained the importance of engagement from his personal account due to his loyal customer base from his previous gym, *Training for Warriors* Connecticut. The goal was to rebrand to A Lasting Fitness, attracting new customers and retaining existing customers in the new location in Brookfield.
2. What did you learn? What were your objectives for the week? Did you meet your objectives?
  - a. This week was the initial stages of an internship and I learned the importance of establishing clear objectives and expectations. I learned about the significance of adaptability when working in a dynamic remote environment where structures may not always be predefined. My objectives for the week were to establish a structure for my

remote internship with Mr. Washeim and set up necessary accounts and tools for social media management. I successfully met these objectives by engaging in discussions with Andreas and taking proactive steps to set up the required accounts and tools.

3. What, if anything, would you like to change regarding your objectives, goals, strategies, or techniques? What progress notes would you make regarding your experience?
  - a. Looking ahead, I would aim to further refine my objectives and define the structure week by week. Additionally, I could seek opportunities to further set expectations and goals with Andreas to ensure clear communication and plan for any potential misunderstandings. I am currently taking detailed progress notes regarding this experience to emphasize the importance of communication and proactive problem-solving in navigating the initial stages of an internship.
4. What observations do you have about your working environment?
  - a. Observing my working environment, I appreciate the trust established by Andreas in providing me with access to necessary tools, logins, and platforms for my internship this semester. The first week laid a solid foundation, emphasizing communication, flexibility, and collaboration.

Weekly Zoom Meeting: Friday, January 5th

We agreed each weekly zoom meeting should last 1 and a half hours each week

**Week 2 - Jan 14- 20; Hours: 4.5**

Questions:

1. What happened in retrospect? How did you spend your time? With whom? What did each of you do?
  - a. This week included significant discussions and decisions regarding my internship at A Lasting Fitness. I spent time communicating with my supervisor, Andreas, primarily through a Zoom call on Wednesday, January 17th. During this call, Andreas informed me about discussions with Renee Kennedy, the office coordinator, regarding the details of my internship. Through email discussions, it was decided that the internship would be completed for one credit. Additionally, Andreas shared the finalized logo files from the graphic designer he hired, and we discussed the color scheme and overall design goals for A Lasting Fitness. Our conversation revolved around transitioning the brand image away from the more unwelcoming original "Training for Warriors" branding and towards rehabilitation practices and functional training of the new gym.
2. What did you learn? What were your objectives for the week? Did you meet your objectives?
  - a. I learned more about the decision-making processes this week and future branding strategies within A Lasting Fitness. I learned about the importance of effective collaboration in aligning internship details through communication with the internship office and branding goals with Mr. Washeim. My objectives for the week were to finalize internship details and discuss branding strategies with Andreas. I successfully met these objectives by engaging in discussions with Andreas and gaining clarity on the direction of the brand's image and design he envisioned. I achieved this through careful question curation and interviewing him over the zoom call, so I could best apply my skills during the internship. The issues were resolved with the help of the Bellisario internship office at Penn State.

3. What, if anything, would you like to change regarding your objectives, goals, strategies, or techniques? What progress notes would you make regarding your experience?
  - a. I want to further explore the branding objectives and strategies to ensure alignment with A Lasting Fitness's overarching goals. Additionally, I can seek opportunities to contribute creatively to the branding process by proposing design ideas or suggesting innovative approaches to reinforce the brand's identity. I am continuing to take detailed notes regarding this experience to document evolving branding goals.
4. What observations do you have about your working environment?
  - a. Our discussions were productive and focused, allowing for an effective interview process on brand goals and alignment of internship details. Overall, the week was characterized by proactive communication, clarity of objectives, and a shared commitment to achieving branding goals for A Lasting Fitness.

Weekly Zoom Meeting: Wednesday, January 17th.

Materials:

- [A Lasting Fitness Branding Goals Interview and Materials](#)

**Week 3- Jan 21-27; Hours: 1.5**

Questions:

1. What happened in retrospect? How did you spend your time? With whom? What did each of you do?
  - a. This week was focused on communication and troubleshooting technical issues. I spent a significant amount of time engaging in discussions and brainstorming sessions with my supervisor, Andreas, and the web developer, Sean. Together, we brainstormed slogans and press release ideas, with me providing a template for Andreas to use. Andreas and I encountered technical issues with Instagram login, which we successfully resolved. We also sorted out technical errors with the shared Google Drive and social media accounts, ensuring smooth collaboration moving forward. I requested Andreas to upload photos and videos to our shared Google Drive for evaluation and social media use.
2. What did you learn? What were your objectives for the week? Did you meet your objectives?
  - a. Throughout the week, I learned the importance of problem-solving skills in a professional setting. My tasks for the week from my supervisor were to brainstorm slogans and press release ideas, troubleshoot technical issues with Instagram, and establish efficient strategies for collaboration. I successfully met these objectives by actively engaging in discussions with Andreas and Sean, providing valuable input and solutions to technical challenges.
3. What, if anything, would you like to change regarding your objectives, goals, strategies, or techniques? What progress notes would you make regarding your experience?
  - a. I believe my objectives were well-defined and aligned with the company's goals. However, in the future, I want to streamline the process of evaluating and working with

photos and videos by implementing more efficient strategies or tools for content management and editing. Also, I want to further enhance my technical skills to troubleshoot and resolve technical issues independently, reducing reliance on external support.

4. What observations do you have about your working environment?
  - a. I liked the collaborative nature of this week fostered by Andreas and Sean. Our discussions were productive, allowing us to achieve most of our objectives. Additionally, having proper access to shared platforms like Google Drive facilitated collaboration and ensured that everyone had access to necessary resources. Overall, the week was characterized by teamwork and a shared commitment to completion of the set tasks.

Weekly Zoom Meeting: Wednesday, January 24th

**Week 4 - Jan 28- Feb 3; Hours: 4.25**

Questions:

1. What happened in retrospect? How did you spend your time? With whom? What did each of you do?
  - a. This week was dedicated to preparing for the "soft opening" of A Lasting Fitness, and it was a whirlwind of activity. I spent most of my time working on social media content creation, collaborating closely with my supervisor, Andreas Washeim. Together, we brainstormed ideas for Instagram stories and Facebook posts to build anticipation for the event. I also worked independently on copywriting for the posts and adjusted our Instagram biography to ensure it accurately reflected the new gym. I looked at similar businesses and modeled it after them. Additionally, I set up the business Instagram account, which involved communicating with our web developer to integrate links to our website seamlessly.
2. What did you learn? What were your objectives for the week? Did you meet your objectives?
  - a. Throughout the week, I learned about and heavily researched the fine details of social media marketing and the importance of making compelling content to engage our audience. My objectives for the week given to me by my supervisor were to create social media posts for the soft opening and ensure our online presence accurately represented our brand. I met these objectives, as we successfully launched the business Instagram account and shared eye-catching posts across our platforms, Facebook and Instagram.
3. What, if anything, would you like to change regarding your objectives, goals, strategies, or techniques? What progress notes would you make regarding your experience?
  - a. I am happy with the progress we made. However, looking back, I now realize the importance of setting specific metrics for evaluating the success of our social media



campaigns. Additionally, I want to incorporate more interactive elements into our social media content to foster greater engagement. I will discuss this with Mr. Washeim at the next zoom meeting.

4. What observations do you have about your working environment?
  - a. Despite the challenges of remote work, I have established effective channels for sharing ideas and feedback. Additionally, the flexibility of remote work has allowed me to manage my time more efficiently and adapt to changing priorities seamlessly. I have been able to pick up tasks on the fly and deliver results in a timely manner. Overall, I'm enjoying the opportunity to contribute to A Lasting Fitness's growth so far.

Weekly Zoom meeting: January 31st

Materials:

- [Soft Opening Instagram/Facebook Post Graphic](#)
- [Soft Opening Instagram Story Graphic](#)
- [Business Account Creation for Instagram](#)

**Week 5 - Feb 4-10, Hours: 4**

Questions:

1. What happened in retrospect? How did you spend your time? With whom? What did each of you do?
  - a. Looking back on the week, it was primarily dedicated to social content creation research and trend analysis. I spent hours researching trends and compiling my findings, which I later discussed with Andreas during a Zoom call on Wednesday. Additionally, I was tasked with formatting the Instagram account to enhance user accessibility, ensuring a better experience for followers. Andreas contacted me multiple times throughout the week for specific issues he encountered with setting accurate locations on Facebook. Also, I dedicated time to drafting graphics for future Instagram posts, aligning with our content creation strategy.
2. What did you learn? What were your objectives for the week? Did you meet your objectives?
  - a. This week I learned the importance of thorough research and analysis in social media marketing. I learned about the significance of user experience in platform formatting and the importance of addressing technical issues fast to maintain a professional online presence. My tasks for the week were to conduct social content creation research, enhance the Instagram account's accessibility, and draft graphics for future posts. I successfully met these objectives by dedicating time to research, addressing technical issues, and drafting a graphic for our social media content. My objective for the week was to set up a custom business location for Andreas's Facebook page.
3. What, if anything, would you like to change regarding your objectives, goals, strategies, or techniques? What progress notes would you make regarding your experience?

- a. I want to make the process of addressing technical issues easier by putting measures to prevent them from arising in place. I will discuss this more with my supervisor next week. Also, I want to explore strategies to make the platform formatting better, such as seeking feedback from followers.
4. What observations do you have about your working environment?
  - a. My supervisor has been prompt with communication this week and willingness to address issues as they arise, especially in this fully-remote mode. Despite encountering technical challenges, the working environment remained supportive, allowing for discussions and problem-solving together. I have noticed the flexibility to adapt to evolving tasks and priorities is a big part of my dynamic remote internship experience this semester. This week had a big focus on adaptability and independent research.

Weekly Zoom Meeting: Wednesday, February 7th

Materials:

- [Local Business Location Facebook Updated](#)
- [Image 2](#)
- [Independent Research Week 5](#)

**Week 6 - Feb 11-17, Hours: 1.5**

Questions:

1. What happened in retrospect? How did you spend your time? With whom? What did each of you do?
  - a. Andreas and I had a scheduled Zoom meeting to discuss our plans for the week, anticipating it to be busy. However, my productivity was impacted as it was THON weekend, and I was heavily involved in a committee. I communicated this clearly to my supervisor, Andreas, to manage expectations. Despite the limited time available, we still managed to meet for the usual length of time and discuss our objectives for the following week.
2. What did you learn? What were your objectives for the week? Did you meet your objectives?
  - a. This week taught me the importance of effective time management and communication in balancing personal school commitments with professional responsibilities in my internship. I learned it's important to be transparent with my supervisor about commitments that may impact my work. Due to my involvement in THON weekend, I did not accomplish as much as I had hoped. However, I successfully communicated this to Andreas in advance.
3. What, if anything, would you like to change regarding your objectives, goals, strategies, or techniques? What progress notes would you make regarding your experience?
  - a. In the future, I want to better anticipate busy periods and plan accordingly to make sure that my personal commitments do not significantly impact my work responsibilities in my internship. I believe this will involve setting aside dedicated time for work tasks during less busy times during the week. Also, I can explore strategies to focus during

busy times, like maybe breaking tasks into smaller ones or using time management techniques.

4. What observations do you have about your working environment?
  - a. I appreciate the flexibility shown by Andreas in accommodating my external commitments. Despite the challenges posed by THON weekend, the working environment remained collaborative, especially during our zoom call discussing our objectives. The week highlighted the importance of being able to adapt and giving ample communication to Mr Washeim when navigating commitments that arise during the semester.

Weekly Zoom Meeting: Tuesday, February 13th

**Week 7 - Feb 18 to Feb 24, Hours: 2.5**

Questions:

1. What happened in retrospect? How did you spend your time? With whom? What did each of you do?
  - a. This week Mr. Washeim and I had a Zoom meeting on Wednesday. Due to it being midterm week, my supervisor assigned me less tasks. I communicated that it was midterm week to Andreas in advance, who was understanding and flexible. During our meeting, Andreas informed me of new content he uploaded to the shared Google Drive and tasked me with providing more research specifically regarding digital trends and analytics. I spent my time compiling research and providing it to Andreas, collaborating remotely to ensure tasks were still progressing despite the reduced workload.
2. What did you learn? What were your objectives for the week? Did you meet your objectives?
  - a. I learned the value of clear communication with my supervisor about midterm week which impacted my availability and workload. My task for the week was to compile specific research and provide it to Andreas, and I successfully met this objective despite the challenges posed by midterm week.
3. What, if anything, would you like to change regarding your objectives, goals, strategies, or techniques? What progress notes would you make regarding your experience?
  - a. This week, I had to multitask when compiling research and dealing with midterm week. I think this experience is enhancing my time management skills and is teaching me how to better manage multiple projects and commitments.
4. What observations do you have about your working environment?

- a. Despite the challenges posed by midterm week, the working environment became more flexible as I was able to deliver my research on my own schedule as allowed by my supervisor. Additionally, the ability to discuss and plan tasks during our Zoom meeting helped me manage workload and priorities.

Notes: Zoom Meeting Wednesday, February 21st

Materials:

- [Week 7 Independent Research - Presented to Supervisor in Zoom Meeting](#)

**Week 8 - Feb 25- March 2, Hours: 3.5**

Questions:

1. What happened in retrospect? How did you spend your time? With whom? What did each of you do?
  - a. I dedicated time this week to editing down an originally lengthy video for Andreas's social media in the digital editing lab in the Willard building. I collaborated closely with him to ensure the content reflected the company's branding and was optimized for the short-form social media form. Together, we discussed caption creation and hashtag selection to maximize engagement, with a focus on highlighting Brookfield, CT, and local areas. I also communicated with my supervisor about the importance of including a call to action in the caption copy.
2. What did you learn? What were your objectives for the week? Did you meet your objectives?
  - a. This week I researched and learned more about content creation and social media marketing strategies, also applying what I have learned in my coursework. I learned about the importance of tailoring content to maximize engagement and incorporating branding elements consistently across all materials. My objectives for the week were to edit the video, create engaging captions and hashtags, and ensure consistent branding with the final logo design. I successfully met these objectives by collaborating closely with Andreas and Sean and incorporating their feedback into the content creation process.
3. What, if anything, would you like to change regarding your objectives, goals, strategies, or techniques? What progress notes would you make regarding your experience?
  - a. Moving forward, I want to further refine my editing skills in content creation and social media marketing to enhance engagement and brand visibility. This may involve exploring



new techniques, platforms, or tools to streamline the editing process and experimenting with different caption styles and hashtags to gauge their effectiveness. I am currently using Adobe products on the campus computers. Additionally, I can change up the call to action within our caption copy to drive specific actions from viewers. This week I have noticed that I need to evolve more to meet client needs and preferences.

4. What observations do you have about your working environment?
  - a. Sean and Mr. Washeim's feedback was helpful in shaping the final content, ensuring it aligned with the company's branding and marketing objectives. Additionally, the emphasis on consistency in incorporating branding elements helped me to maintain a cohesive brand image across all platforms.

Zoom Meeting: Wednesday, February 28th

Materials:

- [Short Form Reel for Instagram and Facebook - Branded](#)

**Week 9 - March 3-9; Hours: 0**

Questions:

1. What happened in retrospect? How did you spend your time? With whom? What did each of you do?
  - a. Reflecting on the week, I was away the entire week for Spring Break, and I informed my supervisor, Andreas, in advance. He graciously gave me the week off to relax and enjoy my senior spring trip. Therefore, no internship-specific work was done during this time. I spent the week with friends and family, taking the opportunity to recharge from academic and work-related responsibilities.
2. What did you learn? What were your objectives for the week? Did you meet your objectives?
  - a. This week taught me the importance of work-life balance and self-care. I learned that it's crucial to take breaks to avoid burnout, which I was worried about considering my workload this semester and it being my senior year.
3. What, if anything, would you like to change regarding your objectives, goals, strategies, or techniques? What progress notes would you make regarding your experience?
  - a. Looking ahead, I recognize the importance of consistency and maintaining momentum in achieving internship objectives, and will carry that into next week's tasks.
4. What observations do you have about your working environment?
  - a. I appreciate the flexibility shown by my supervisor in accommodating my time off request during Spring Break.

No weekly Zoom Meeting

**Week 10: March 10- 16; Hours: 5.25**

Questions:

1. What happened in retrospect? How did you spend your time? With whom? What did each of you do?
  - a. This week, Andreas and I met over Zoom on Thursday. Outside of our meeting this week, we maintained frequent communication through text and email about my deadlines. Andreas assigned me the task of editing a new video for social media, setting a deadline for its posting. I dedicated time this week to editing the video and ensuring it met the deadline, receiving positive feedback from Andreas upon its completion. Additionally, I delivered another social media video deliverable by Wednesday, meeting another deadline and adding it to the shared Google Drive. During our Thursday meeting, Andreas expressed concerns about his website, and because his web developer Sean was unavailable, I offered to help out. I spent time researching and utilizing my experience with Wordpress to address the issues effectively. Using Elementor, I added an eye-catching banner graphic to the Training for Warriors Connecticut website and updated location and contact information to reflect changes for the rebranded A Lasting Fitness.
2. What did you learn? What were your objectives for the week? Did you meet your objectives?
  - a. This week I gained more skills in time management, problem-solving, and technical platforms. I learned about the importance of communication with my supervisor and meeting deadlines in a remote work environment. My objectives for the week were to edit and deliver social media content, address website concerns, and update website information. I successfully met these objectives by collaborating with Andreas, researching solutions, and effectively implementing changes to the website.

3. What, if anything, would you like to change regarding your objectives, goals, strategies, or techniques? What progress notes would you make regarding your experience?
  - a. I want to further refine my technical skills. Additionally, I can explore strategies to optimize website performance and user experience, such as conducting usability testing (In progress) and implementing SEO techniques (in future).
4. What observations do you have about your working environment?
  - a. My supervisor's delegation of tasks shows his confidence in my abilities, and I was happy I was able to solve his website problems even though I only had experience from my coursework. Additionally, the flexibility to offer help beyond my initial scope of internship responsibilities shows my commitment to meeting my client's needs. I enjoyed problem solving and fixing the issue while still being able to meet the content deadlines.

Zoom: Thursday, March 14

Materials:

- [Banner Graphic for Website](#)
- [Video Deliverable 1](#)
- [Video Deliverable 2](#)

**Week 11 - March 17-23; Hours: 4.75**

Questions:

1. What happened in retrospect? How did you spend your time? With whom? What did each of you do?
  - a. This week, I focused on addressing issues with the banner I had previously added to Andreas's website. Despite initially thinking I had made it "live text" or a link to his new website, it turned out there were issues with the link functionality. I was frustrated at first but I realized that this is all a part of the learning process. Researching and using Elementor, I was able to fix the issue and deliver the corrected banner to my supervisor for approval, who was happy with the result. Additionally, I had commitments on Friday and Saturday with Success in the City and other engagements, which I communicated to Andreas in advance. On Sunday, I dedicated time to formatting another video for social media and delivered it to the client by the week's deadline.
2. What did you learn? What were your objectives for the week? Did you meet your objectives?
  - a. This week taught me strategies in troubleshooting and effectively addressing client feedback. I learned the importance of thorough testing and double-checking links and functionalities before finalizing deliverables for my client. My objectives for the week were to fix the issues with the website banner, communicate effectively with Andreas about my availability, and deliver social media content by the deadline. Despite the challenges posed by commitments outside of work, I was able to complete my objectives.
3. What, if anything, would you like to change regarding your objectives, goals, strategies, or techniques? What progress notes would you make regarding your experience?
  - a. In the future, I want to improve my attention to detail in testing website design elements to ensure they meet client expectations. Additionally, I want to explore strategies to better balance work commitments with personal engagements like Success in the City to

minimize disruptions to project timelines. I feel like I am getting better at completing work before the deadline and researching solutions. This week was challenging but I was able to problem solve and deliver results to my supervisor despite this.

4. What observations do you have about your working environment?
  - a. Observing my working environment, Andreas gave me a variety of tasks this week that were more challenging. I feel it was beneficial because it allowed me to problem solve and come up with solutions on my own. I feel that I learn best this way. Also, I feel that my ability to troubleshoot and fix issues shows a proactive approach to this internship experience.

Weekly Zoom Meeting: Monday, March 18th

Materials:

- [Website Adjustments - New contact information and banner](#)
- <https://tfwconnecticut.com>
- [Video Deliverable](#)

**Week 12- March 24 to 30; Hours: 2.5**

Questions:

1. What happened in retrospect? How did you spend your time? With whom? What did each of you do?

- a. Reflecting on the week, the goal reinforced during our weekly Zoom meeting was to connect the TFW Connecticut base from Facebook to Instagram and increase engagement. I was tasked with creating an eye-catching graphic for Andreas, which he posted on his business Facebook page. It was formatted and designed specifically with this brand goal in mind. This resulted in an increase in engagement and attracted new Instagram followers. Andreas was busier than usual due to the Easter holiday, resulting in less work for me to accomplish. Despite this, I supported his social media efforts and adapted to the lighter workload.
2. What did you learn? What were your objectives for the week? Did you meet your objectives?
  - a. This week taught me the importance of adaptability in response to changing circumstances. I learned how important it is to leverage graphics to drive engagement and expand the Instagram following. My objectives for the week were to connect his Facebook to Instagram and increase engagement, which I partially achieved through the creation and posting of the Facebook-formatted graphic.
3. What, if anything, would you like to change regarding your objectives, goals, strategies, or techniques? What progress notes would you make regarding your experience?
  - a. I want to research more social media strategies to keep engagement sustained during periods of reduced workload. I think that this may involve exploring new content formats or scheduling techniques to maintain consistency and momentum. I learned how to achieve project objectives and measure their success through my collected analytical data.
4. What observations do you have about your working environment?
  - a. My supervisor effectively communicates changes in workload and provides guidance on my plan of action to achieve the branding goals we set. Additionally, there is emphasis on creativity and innovation, because my supervisor constantly encourages me to share my ideas for social media branding.



Weekly Zoom Meeting: Saturday March 23

Materials:

- [Graphic for Facebook](#)

**Week 13 - March 31- April 6, Hours: 3**

## Questions:

1. What happened in retrospect? How did you spend your time? With whom? What did each of you do?
  - a. This week, Andreas assigned me two important tasks to highlight specific content for A Lasting Fitness, prioritized by importance in our shared Google Drive. I dedicated my time to producing and posting both videos by their respective deadlines, which fell on Wednesday and Thursday. Additionally, I emphasized the importance of regular social media posting for engagement purposes. Unfortunately, our weekly Zoom meeting had to be canceled due to extensive dental work I underwent, preventing me from speaking. However, I communicated this to Andreas to keep him informed. Throughout the week, I maintained a consistent posting style and frequency on social media, focusing on branding to promote A Lasting Fitness rather than its previous association with TFW Connecticut. On April 6th, Andreas assigned me a new task for the following week.
2. What did you learn? What were your objectives for the week? Did you meet your objectives?
  - a. I learned the importance of effective time management and communication in meeting deadlines and managing unexpected personal circumstances this week. My objectives for the week were to produce and post two videos highlighting specific content for A Lasting Fitness, as well as to maintain a consistent posting schedule on social media. Despite the challenges posed by my dental work, I met my objectives by prioritizing tasks and maintaining open communication with Andreas.
3. What, if anything, would you like to change regarding your objectives, goals, strategies, or techniques? What progress notes would you make regarding your experience?
  - a. Moving forward, I want to anticipate potential disruptions to my schedule better and proactively communicate them to Andreas so project timelines will not be as stressful. I am getting better at navigating unforeseen challenges.
4. What observations do you have about your working environment?

- a. This was a different week, as there was no weekly zoom meeting. However, my supervisor and I communicated almost daily via text and email. Overall, the working environment encouraged being able to adapt and still deliver content as I was recovering. Mr. Washeim was very understanding and supportive of this.

#### No Weekly Zoom Meeting

#### Materials:

- [Video Deliverable](#)
- <https://www.instagram.com/alastingfitness/>
- <https://www.alastingfitness.com>

**Week 14 - April 7-13; Hours: 4.5**

Questions:

1. What happened in retrospect? How did you spend your time? With whom? What did each of you do?
  - a. This week, I was tasked with executing a video campaign aimed at highlighting small group classes at A Lasting Fitness and increasing sign-ups. I emphasized the fun aspect of these classes and ensured heavy branding in the video. I feel like my video editing skills have improved significantly for short-form content. Utilizing the digital editing lab on campus, I worked on editing the video, as I typically do for all video content. The video was posted by the deadline set by Andreas the previous week and was shared across all social media channels of A Lasting Fitness. Additionally, I suggested to Andreas the idea of filming a short-form interview to further emphasize small group training. To make this happen, I provided Andreas with a template for conducting the interview, wrote relevant questions, and offered tips for filming the video for editing purposes. Also, this week I sent my supervisor my edits for his Press Release, which is set to be released in the coming weeks.
2. What did you learn? What were your objectives for the week? Did you meet your objectives?
  - a. This week I learned effective video content creation and campaign management strategies. I learned the importance of crafting engaging and branded content to promote specific things. My objectives for the week were to create and post a video campaign highlighting small group classes and to suggest further strategies to emphasize this aspect of A Lasting Fitness. I successfully met these objectives by producing and posting the video campaign and providing guidance on additional content creation strategies.
3. What, if anything, would you like to change regarding your objectives, goals, strategies, or techniques? What progress notes would you make regarding your experience?

- a. I want to research and improve my approach to content creation and campaign management by exploring new techniques and tools to enhance engagement. I feel like I have been progressing with the production quality I have been delivering, suggestion deliverables, and overall communication skills.
4. What observations do you have about your working environment?
  - a. Observing the working environment, I appreciate the resources available, such as the digital editing lab on campus, which facilitate efficient content creation and editing processes. The collaborative and supportive relationship I have had with Andreas enables effective communication and idea generation.

Weekly Zoom Meeting: Wednesday, April 10th

Materials:

- [HIIT short form Reel for Instagram and Facebook - Huge progression](#)
- [Press Release Edits](#)

**Week 15 - April 14-20; Hours: 5**

Questions:

1. What happened in retrospect? How did you spend your time? With whom? What did each of you do?
  - a. This week was focused on producing engaging video content for A Lasting Fitness's social media platforms. I spent a significant amount of time collaborating with my supervisor, Andreas Washeim, to brainstorm ideas and create reels showcasing fitness activities in the gym. We discussed the effectiveness of posting multiple times a day to boost engagement, and I provided insights based on our observations of increased engagement when posting videos at different times throughout the day. Andreas also shared more content in our shared Google Drive folder, including footage of group fitness classes, as we aimed to market these classes and increase sign-ups. I conducted research on strategies to promote group fitness classes effectively and proposed ideas for filming and editing short-form videos to promote on social media. Andreas expressed his appreciation for my video post-production skills, and we observed positive engagement, particularly on Facebook, with the video content.
2. What did you learn? What were your objectives for the week? Did you meet your objectives?
  - a. Throughout the week, I learned the importance of strategic content creation and posting schedules in driving engagement on social media platforms. My objectives for the week were to produce reels showcasing fitness activities, research strategies to promote group fitness classes, and provide ideas for creating promotional videos. I successfully met these objectives this week.
3. What, if anything, would you like to change regarding your objectives, goals, strategies, or techniques? What progress notes would you make regarding your experience?

- a. Reflecting on my objectives for the week, I believe they were well-defined. Moving forward, I want to continue refining my skills in content creation and marketing strategies to further enhance engagement and drive sign-ups for group fitness classes. My supervisor discussed this with me and made it clear it was a big long term objective for the gym.
4. What observations do you have about your working environment?
  - a. Observing my working environment, our discussions and brainstorming sessions were productive and encouraging this week. I have really enjoyed working with Mr. Washeim so far and being able to produce content based on the data I have researched. It has been great to implement my skills in a real brand setting that I have accumulated from my coursework and internship experience with Centre Care.

Weekly Zoom Meeting: Wednesday, April 17th

Materials:

- [Bicep Curl Reel for Instagram Stories and Facebook](#)
- [Cardio Small Group Class Reel FINAL](#)

**Week 16 - April 21-27; Hours: 3**

Questions:

1. What happened in retrospect? How did you spend your time? With whom? What did each of you do?



- a. This week I had an important Zoom meeting with my supervisor on Sunday, April 21st, during which we discussed final goals for the week and wrapped up the internship experience. Following this meeting, I spent a substantial amount of time addressing issues with the client's website. Collaborating closely with my supervisor, we utilized the editing lab on campus to troubleshoot and resolve the website's issues effectively. Specifically, we used Elementor on WordPress to fix problems such as materials not displaying correctly, links not working, and overall homepage design concerns. Additionally, my supervisor finalized both assessment surveys, and together, we redesigned the homepage, added more testimonial videos, and adjusted alignment for all devices, ensuring a seamless user experience whether accessed from a PC or mobile device. We also discussed the semester as a whole, and he gave me a general oral evaluation of my performance which was helpful.
2. What did you learn? What were your objectives for the week? Did you meet your objectives?
  - a. Throughout the week, I learned the importance of effective communication and problem-solving skills when addressing my client issues promptly and efficiently. My objectives for the week were to resolve website issues, finalize assessment surveys, wrap up the semester, and enhance the client's homepage design. I successfully met these objectives and received feedback on how I did this semester. Mr. Washeim thanked me for my help and gave me professional feedback.
3. What, if anything, would you like to change regarding your objectives, goals, strategies, or techniques? What progress notes would you make regarding your experience?
  - a. Reflecting on my objectives for the week, I believe they were well-defined and aligned with the client's needs. In the future, I plan to use the skills I gained in this experience, especially working in a remote or partially remote environment. Additionally, I plan to enhance my skills in marketing, production, content creation, website design and development to provide even more comprehensive solutions to my future clients' needs.

4. What observations do you have about your working environment?
  - a. Observing my working environment, I am grateful for the guidance provided by my supervisor. The Zoom meeting served as a valuable opportunity to reflect on our internship experience and discuss final goals for the week. Additionally, utilizing the editing lab on campus provided a good environment for troubleshooting website issues effectively. I plan to continue helping Mr. Washeim in person after graduation with his exciting upcoming events.

Final Weekly Zoom Meeting: Sunday, April 21st

Materials:

- [Redesigned Homepage, Added more testimonial videos, adjusted alignment for all devices \(PC or mobile\)](#)