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Discovering the Depth of Promotional Partners Summer Internship Reflection



Introduction

As I reflect on my time as an intern at Promotional Partners, I can't help but marvel at the valuable lessons and insights I've gained throughout this transformative experience. What initially appeared to be a company solely focused on providing promotional products turned out to be much more than that. My journey with Promotional Partners revealed an organization that not only delivers top-notch promotional items but also offers invaluable marketing advice to its clients.

Collaborative Partnerships

From the very beginning of my internship, I was inspired by the entire team's passion for creating meaningful connections with clients. Their dedication to understanding clients' unique needs and goals paved the way for crafting tailored promotional solutions that resonated with the client's brand message and target audience. For example, when a

nonprofit organization came in to discuss receiving new pens and signage, the owner of Promotional Partners, Olivia Scott, not only discussed the options for what they wanted, but presented new ideas that would elevate the brand's image all together by suggesting how the organization could present themselves, their booths at showcases, and even how the shirts could bring in new attention. It quickly became evident to me that Promotional Partners wasn't just about selling products; they were committed to building strong, elevated marketing campaigns for their clientele.

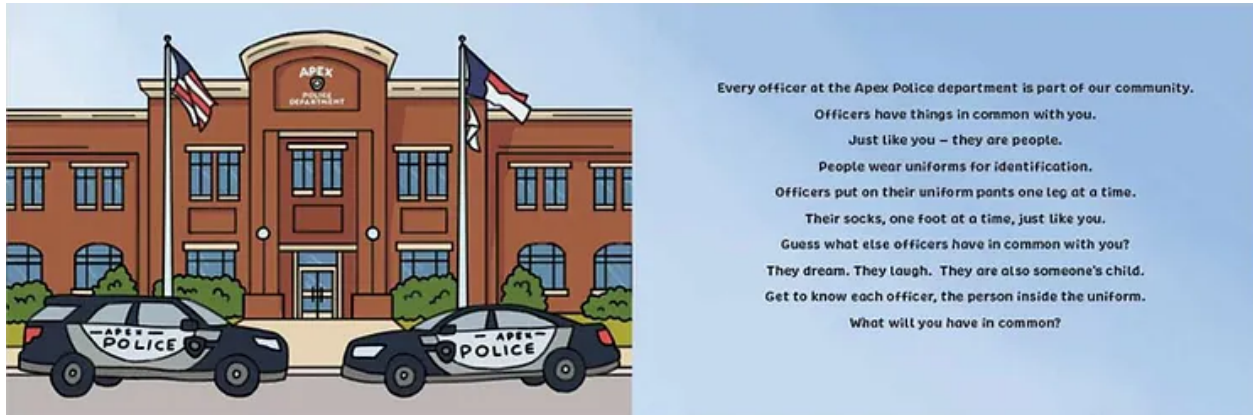
One of the core principles that set Promotional Partners apart for me, was their emphasis on collaboration. As an intern, I was welcomed into a vibrant and inclusive work environment where every team member's opinion was valued. This includes creative and strategic collaboration internally between the design team, customer service personal, and accounting. Every step of the way, Promotional Partners uses this collaboration to enhance and deliver the best products in an efficient and correct manner. I personally had the opportunity to attend strategy meetings and brainstorming sessions, where marketing ideas were shared, critiqued and refined. Witnessing the open exchange of ideas taught me the value of diverse perspectives in crafting effective marketing campaigns.



Creative Solutions

My time at Promotional Partners exposed me to the intricacies of understanding a brand's identity and target audience. From nonprofit organizations to startup businesses, the company took the time to comprehend the unique challenges faced by each client. The

advice provided extended beyond the realm of promotional products and delved into comprehensive marketing strategies tailored to each client's specific needs.



One specific project I want to highlight is the children's book that was created for the Apex Police Department. The police department wanted a way to connect to the younger generation of the community by showing their daily lives outside of work, in hopes children would see that police officers are not different from other people. The graphic design team at Promotional Partners created drawings that would be in the book with different colors and shapes to entice the younger generations to see police officers as real people and feel comfortable around them. Promotional Partners also made sure that the police department got the best quality of book to fit their budget, and oversaw the tracking of the shipment. This children's book is just one example of how Promotional Partner's creativity stems into innovative products that serve a meaningful purpose.

My Contributions and Experience

Throughout my entire internship, I was given the opportunity to contribute to several projects. From developing social media content to assisting in the creation of marketing plans, I was exposed to a diverse range of responsibilities. The hands-on experience allowed me to apply the marketing principles I learned in university to real-world scenarios, thereby enhancing my skills. The mentorship I received from the experienced professionals at Promotional Partners was invaluable. They were always willing to share their knowledge, and encouraged me to explore innovative solutions. In conclusion, my internship at Promotional Partners has been a wonderful and rewarding experience. It taught me that the company's offerings extend far beyond promotional products but instead they are an enthusiastic team of marketing experts dedicated to fostering meaningful relationships.