



MY LONGO'S INTERNSHIP EXPERIENCE

MARY BURT, DIGITAL MARKETING

SUMMER 2019





DIGITAL MARKETING

THE MARKETING MIX

Radio

Site

Social

Email

Print

KNOW YOUR DEMOGRAPHIC

Campaigning

Content Marketing





GET INSPIRED

PLAN MEALS

EARN REWARDS



LONGOS.COM

CONTENT COORDINATION

Photo editing and uploading

Webpage Design

CMS (content mangment system)

Data Input





GET INSPIRED ▾

PLAN MEALS ▾

EARN REWARDS



PHOTO EDITING AND UPLOADING





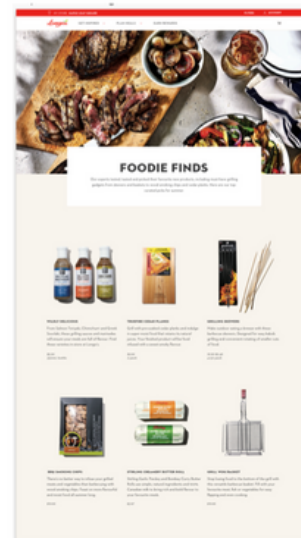
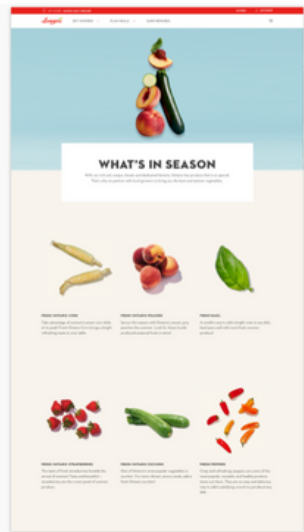
GET INSPIRED

PLAN MEALS

EARN REWARDS



WEBPAGE DESIGN





GET INSPIRED ▾

PLAN MEALS ▾

EARN REWARDS



CMS





GET INSPIRED

PLAN MEALS

EARN REWARDS



DATA INPUT

RECIPE DATA (2)

Recipe ID	Recipe Name	Description	Prep Time	Cook Time	Total Time	Servings	Ingredients	Instructions	Notes
1	Chocolate Chip Cookies	These cookies are soft and chewy with a perfect balance of chocolate and vanilla.	15 min	25 min	40 min	24	2 1/2 cups all-purpose flour, 1 cup butter, 3/4 cup brown sugar, 1/2 cup white sugar, 2 eggs, 1 tsp vanilla, 1/2 tsp baking soda, 1/2 tsp salt, 1 cup chocolate chips	Preheat oven to 375°F. Mix flour, baking soda, and salt. Cream butter and sugars, then add eggs and vanilla. Combine dry and wet ingredients, then fold in chocolate chips. Bake for 10-12 minutes.	Store in an airtight container for up to 3 weeks.
2	Vanilla Cupcakes	Light and fluffy vanilla cupcakes with a moist crumb.	10 min	20 min	30 min	12	1 1/2 cups all-purpose flour, 1/2 cup butter, 1/2 cup white sugar, 1/2 cup brown sugar, 2 eggs, 1 tsp vanilla, 1/2 tsp baking powder, 1/4 tsp salt	Preheat oven to 350°F. Mix flour, baking powder, and salt. Cream butter and sugars, then add eggs and vanilla. Combine dry and wet ingredients. Bake for 18-20 minutes.	Let cool in pan for 5 minutes before removing.
3	Apple Pie	A classic apple pie with a flaky crust and cinnamon-spiced apples.	30 min	45 min	75 min	8	2 cups all-purpose flour, 1/2 cup butter, 1/2 cup white sugar, 1/2 cup brown sugar, 2 eggs, 1 tsp vanilla, 1/2 tsp baking powder, 1/4 tsp salt, 4 cups apples, 1/2 cup brown sugar, 1 tsp cinnamon, 1/4 tsp nutmeg	Preheat oven to 375°F. Mix flour, baking powder, and salt. Cream butter and sugars, then add eggs and vanilla. Combine dry and wet ingredients. Add apples and spices. Bake for 45 minutes.	Let cool for 1 hour before serving.

Spring 2018 Summer 2018 Fall 2018 Holiday 2018 Spring 2019 Sheet1 Summer 2019

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PERSONAL EXPERIENCE

TECH. SKILLS

KNOWLEDGE

TEAMWORK

CREATIVITY

