

INTERNSHIP

MARKETING & WEBSITE DEVELOPMENT TO ENHANCE COMMUNICATION

Internship with the Illinois Association for Gifted Children (IAGC)

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The Illinois Association for Gifted Children (IAGC) is a nonprofit organization that works in the field of education, helping to promote the development of gifted and talented children across Illinois. As a marketing/website development intern, I've worked to create graphics, improve website design, and conduct research.



THREE TIPS FOR MARKETING

COPYRIGHT SOCIAL MEDIA MATERIAL

1. Be wary of what resources you take from the internet. Such includes being cautious of what material is open for free use or copyrighted.
- 2 Leverage social media platforms for marketing. Roughly 90% of American teenagers and 72% of American adults have at least one social media platform.
3. Create promotional material for consumers. Depending on the business such can include virtual events, conferences, videos, ads, and more.

MY WORK WITH IAGC

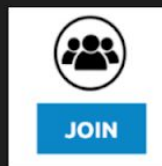


Avoid overusing stock photos

Stock photos are generic and can't represent a brand as well as an original image could.

Three Visuals

On each website page, try to aim for at least three visuals, unless the page is a short one.



Use Icons

Make use of icons. It gives website users easier access to resources and they are visually appealing.

*Internship Project Infographic