

In this internship, I hope to gain knowledge on digital advertising and analytics. HappyJacksWorld is a non-profit, mental health awareness brand where all of the proceedings are given to the greater cause. My job is to build brand awareness through popular social media platforms and strategize how to get more engagement by analyzing data on factors such as engagement, followings and popularity. I am aspiring to go into the digital advertising industry after graduation, and this internship is a great professional stepping stone.