Marketing & Communication Internship

Yi Ren, 23', History of Art and Fine Arts
Faculty Advisor: Monique Scott, Sylvia Houghteling, Nell Anderson
Field Supervisor: Clothilde Schmidt O'Hare, Alisa Wong

Social Media
• Assisted with content creation and maintaining the museum’s social media editorial calendar.
• Used DAMS and Canva to Instagram stories.

TikTok Research
• looked at a list of cultural organizations' TikTok accounts and measured specific data. With my research, I've identified the tactics and strategies to create a successful TikTok account.