Rosie Martinez  
Marketing & Development Association  
October 22 – November 18, 2019

**Communications and Marketing**

I’ve been working closely with the Director of Development and Fundraising to develop marketing strategies and plans for the upcoming holiday season. Assisted with some onboarding tasks for new direct mail company, including issues with our current web-site. Working on highlighting the various cause marketing promotions available through Feeding America and other national campaigns.

Currently, I am working on collecting client stories and photos by attending mobile produce distributions. This content will be used for our direct mail and marketing pieces. I’ve been viewing webinars on donor development and also on web-site training. I am actively collecting and organizing content for the new website. I will begin building the pages for the new site once I receive clearance from Feeding America (expected to be 11/19).

Current work:

* Major Projects (Website, Farm Dinner, Ten Man Jam ): 3
* Food Bank RGV Materials updated: Farm Dinner Packet, web-slides
* Social Media management
  + **Facebook** (Oct 21 – Nov. 17): All of our new growth and post reach have been organic. 10.2k Event Impressions | +229 likes = 12,962 likes
  + **Twitter:** 12.7 K Impressions |+ 14 New Followers = 6,559 followers
  + **Instagram:** 2,343 followers | 117 likes | 2005 impressions

**In-House / Other Food Bank**

Provided administrative support to Food Bank Departments for miscellaneous tasks that included laminating, print-outs, ordering supplies, ordering department supplies-business cards, name tags, badges, and other duties assigned.