

Elaisa Vinicio
Shakedown street
Reflection
Dec. 9, 2025

During my internship at Shakedown Street, I worked as a Social Media and Content Creation Intern, supporting the company's marketing and promotional efforts.

My main responsibilities included creating and approving scheduled social media content, participating in and sometimes leading photo shoots, and collaborating with local businesses, creators, and models. I also helped organize business events, which allowed me to observe how different marketing elements come together in real time. Throughout the internship, I worked on producing videos, gathering content, and developing ideas that aligned with the store goals.

During this experience, I learned how to build and manage a content schedule, edit in different formats, and identify which techniques perform best for engagement and growth on social media. I also gained a lot of practice in professional communication, especially when coordinating collaborations with other businesses. This helped me strengthen my organization skills, creativity, attention to detail, and confidence in my marketing abilities.

Overall, this internship helped me grow both professionally and personally. It gave me real world experience in content creation, branding, and communication, skills I will use as I continue building my career. I'm grateful for the opportunity to work with Shakedown Street and for everything I learned during this internship.