

From March-April 2016, Ms Mallorie Ng worked at Yoga In Sync as a social media intern. She was highly recommended for this position by her lecturer at Singapore Polytechnic.

Mallorie was specifically tasked to 1) review whether Yoga In Sync's website and its existing social media platforms such as Facebook and Instagram had succeeded in reaching out to potential customers and 2) provide recommendations on how to improve the organic reach.

In the process, Mallorie did all of the above and presented the findings in a comprehensive and well-documented report. The Facebook insights and Google Analytics were helpful in explaining how traffic was directed. Mallorie also summarised clearly how content can be posted in a more systematic approach across the different platforms. After we implemented some of the suggestions, we were pleased to see an increase in the audience engagement level, especially for the Instagram account.

In addition, Mallorie also did a short video clip of the studio's class which we shared on Facebook and Instagram and it was well-received by members.

In summary, we were very satisfied that the work was delivered on time and above our expectations. With her resourcefulness and keen sense of responsibility, Mallorie proved to be a great help. We'll gladly recommend her for any future job.

Regards,
Vikram
Director
Yoga In Sync

21A Bukit Pasoh Road
Singapore 089835
Tel: (65) 6222 5280
Mobile: (65) 9680 5124
Email: admin@yogainsync.com
Website: <http://yogainsync.com/>