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In this week's WMCA internship I had the opportunity to continue my development on the social media department on the radio. I started the day again with the weekly sale meeting, and I must say that it was a bit different from the usual because apparently, last week all Salem departments showed their reports, and ours were not looking as good as the others, so Mr. Crowley had to be stricter in this meeting. During the meeting I definitely learned about how sometimes it is hard to manage a team, especially when you need to be the one that is demanding a better performance. I learned a lot during the meeting with Jerry himself how sometimes you need to call people off, to actually make the team go far and beyond to improve your numbers. I also understood how to manage expectations because apparently Jerry hired new people to help sell the digital service and they were not pulling that off, so he had to be really emphatic about how they need to bring results soon. It is really interesting to be in this environment where you are part of a family, but you cannot be comfortable enough to just don't bring results home. I also learned a lot about the importance of communication during this zoom meeting because one of the sellers lost a deal because the client was asking for a way lower price than she thought that they could accept, so instead of calling Jerry to ask how down she could go in the price, she let the client go, and that really made Jerry call her attention to the fact that sometimes you need to communicate with your superior to decide what is the best action, especially if your action directly affects the monthly income of the company.

Even though, this meeting was little bit tense, I feel that I learned a lot of things about managing a team, and communication between not only employers and employees, but also between departments. Overall, this meeting alone was already a huge addition to my learning about leadership and management.

After this meeting I resumed my social media planning. In the last week I did all their Social media analysis, and Matt asked me to gather a presentation that can be easy to understand for us to present to Jerry. Therefore, I spend most of my day structuring this presentation and doing my best to summarize the information in a way that is both self-explanatory, Simple, but also has all the information that is needed for them to have a good perception about the current state of their social media.

I separated this meeting in 5 stages. 1st Objective analysis, 2nd problems, 3rd Why are these problems important, 4th Possible solutions, 5th Conclusion. Being responsible for this presentation was really good for my organizational skills to improve a lot, and also my ability to synthesize information in an effective way. I also really improved my social media analyst skills during this day because I had to explain in a simple way what engagement rates are and why they are important, I also had to find a way to summarize the importance of paying attention to the CPE(Cost Per Engagement) in the social media and possible ways of bringing the cost of it down, so the company can have a better usage for the budget that they are directing towards this department. After I finished developing this presentation, I sent it to Matt, who unfortunately was very busy because they are installing a new system in the radio, so he had to supervise all the process, but he gave me a lot of ideas of how I can make this presentation even more effective to when we will present it to Jerry.

In conclusion, this was a really good day, and I really think that I improved my overall abilities a lot, and I also managed to learn new leadership skills that will be very useful to me in the future, especially because I am planning on becoming a digital marketing company owner one day, and I am sure that dealing with people and not only motivating them, but also keeping them in check, is a skill that is crucial for the good development of a team.