

EVALUATION REPORT

FACULTY OF ARTS AND DESIGN – INTERNSHIPS

Employer name:	The Mark Agency	
Supervisor's Name:	Thi Tran	
Contact E-mail:	thi@themarkagency.com.au	
Student name & ID:	U3165083	
Contact E-mail:	indigogomiller@gmail.com	
Internship period:	February 2020 – September 2020	Hours completed: 120

FEEDBACK ON STUDENT

1. What tasks did the intern do best, and what did they struggle with?

Social scheduling and content creation. Gogo's understanding of the digital / social landscape was excellent. Ability to write concise articles and participate actively in all tasks . No struggles to comment.

2. Did the intern have/gain sufficient knowledge to complete projects and assignments given to him/her?

Yes, Gogo was positive when in the agency environment. Willing to give everything a go. She has the ability to research where there were gaps but was quick to learn new systems, process and creative briefs and tasks.

3. Did you think the intern improved or learned throughout the placement term? If yes, in what areas? If not, why do you think there was no improvement?

Yes, the planning teams were impressed by her improved learning especially in the social + content landscape. Her written abilities (articles) for OutInCanberra was fantastic. She was also able to research autonomously.

4. Did you have any issues with the intern? If so, what were they, and are they resolved?

N/A.

5. What were the intern's most outstanding characteristics?

Motivated with a great can-do attitude. Acted on all tasks efficiently. Excellent written communication. Social content was delivered with minimal amends. Gogo is a fast learner and extremely reliable. All round a great intern to have at TMA.

6. What areas do you think the intern still needs to address?

Confidence will grow organically as Gogo has more experience in the agency environment. As Gogo is still learning the in's and out's I have every faith that she'll get there quickly. Well done on a fabulous internship Gogo. You've been a pleasure to have. We loved having her here at TMA - good luck with the rest of the studies and stay in touch.