

Danielle Goodman - Impact Fellowship Graduation Journal Entry:

My most memorable memory from this fellowship year is working on the West Virginia Work Remote Connection Initiative with my host company, Alpha Technologies. When COVID-19 happened I was sent home to work and during that time the CEO of my company came up with the idea to create an initiative providing local businesses with the necessary services and products suite to set up their employees to work remotely.

I learned a lot about promoting initiatives and getting media coverage for a good cause. During this time, we also produced a webinar about the initiative and best solutions for working from home. I had previously had experience planning and executing events, but not webinars/virtual events. I also was given a budget to create a paid marketing plan that consisted of paid digital media and social media.

During this plan I was challenged with producing and buying social media ads on Facebook, Twitter, and LinkedIn. I also learned how to handle working with media sales executives on paid media plans, while also obtaining media coverage about the initiative and webinar. I am proud of the logo I designed for the West Virginia Work Remote Connection Initiative (attached below) and overcoming everything that challenged me during the planning through problem solving tactics.

