Socially*UP*

January 17, 2023

Dear Hiring Committee,

I am pleased to be writing this letter of recommendation on behalf of Raymond Labban, a recent graduate from the Indiana University Media School. I had the pleasure of hosting Raymond for an academic internship through Indiana University at my digital marketing and website design agency, SociallyUP.

Raymond is a motivated individual with a natural curiosity to learn and exceed. He demonstrated a willingness to go above and beyond on any project he was a part of. He co-designed a website, completed website repairs, and grasped the technologies quickly.

Raymond would make a wonderful addition to any marketing or website design team. He is prompt, eager to learn, and willing to take on responsibility. He will thrive in an atmosphere where he can take the lead while also being part of a team-building atmosphere.

Sincerely,

Regina Jacobs Helton

Founder, SociallyUP

Regina Helton

Raymond Labban

Regina Helton

MSCH-X472

30 June 2022

<div align="center">Final Reflection Essay</div>

My internship took place at SociallyUP with Regina Helton as the person in charge of me. What they do is create websites for business owners and talk to their clients about what they want their respective website to look like and the content it will contain. My responsibilities mainly consisted of creating a fake personal website that would be made for a realtor specializing in luxury housing. The reason for this was for Regina to see what I was capable of. I built this website using an online software known as WordPress and created five pages to go into it. The website would contain a "home" page, an "about" page, "contact" page, "portfolio" page, and a "resources" page that would be used as a personal blog. After I finished building the website, I helped Regina with research for two more websites for two other clients.

My day would generally start with me getting into the office and sitting down with Regina while I worked on the website. If I had any questions about how to do something, I would ask her how to do it. I would also ask her question about what she wanted the website to look like and what she wanted me to do with it. As my day would go on, I would make changes and updates to the website while I was in the office. At the end of my day, I would pack up my belongings, and while I did that, I would discuss with Regina how we should proceed moving forward with the website. She would give me a list of things that I could do in my spare time,

and I would go home and work on them if I had the time. That is the abridged version of what it is that I would do. Here is what I did for the website in more specific detail.

For the "Home" page, I spent more time on it than all of the other pages. Mainly because I needed more time to get myself familiar with the WordPress software and interface. There was also the added difficulty of needing to figure out how I wanted the website to look. The main issue that I ran into was the fact that I chose such a good template to build the website from that it made much more difficult to picture how to change it into something that looked different enough from the default template so that I could impress Regina for putting a lot of effort into the website. Once I spent some time looking at the spec sheet for the logo of the realtor, I was able to ascertain an idea of the color pallet and the typography that she would want me to use. Once I figured that part out, I was able to envision the changes to the website template that I would want to make. I was able to make it look more distinct in the way that the client would want it to be.

The first thing that I worked on for the website was the Slider at the top of the homepage. A Slider is basically a photo and some text that slides into frame as an animation. This Slider was already pre-built into the website. What I did to change it was I replaced the default photo with a photo that I found and thought better represented what the client would want her website to be about. I then changed the colors and td the colors and typography of the text in-order to make the slider look more in-line with the rest of the website's chosen color pallet and typography. I also made sure to add some text that would send the message that my client would want her website to send.

After I finished the Slider, I applied the color pallet and typography for the website on the rest of the page. I also changed the photos, so they better represent the client's vision for her

website. I had to make some decisions about what I wanted to keep and what I wanted to cut from the template because there were some things that were unnecessary for the website.

For the "About" page, I got rid of a lot of what was already on the template. I replaced the photos and the text with the appropriate color pallet and typography. After that, all that I had to do for that page was to align the text to the photo and create text that was appropriate for that page. I also did a little more tidying up.

For the "Contact" page, I basically used the exact same formatting as the "About" page. The only difference is the text that I added in. I also added in a contact form that patrons could follow if they wanted to.

For the "Portfolio" page, I put in stock photos of houses that the client has closed along with some background information about each property. There were three categories in the portfolio: Luxury Estates, County Homes, and Penthouses. From the "Home" page, the user could view each category individually from clicking the icon of a specific category.

For the "Resources" page, I used it as a personal blog that the client could use to post articles and other things about herself and her career. I put in a few articles in order to provide a visual understanding of how the blog would look to the client.

My overall experience working on this website with SociallyUP has been amazing. I was able to learn a lot about how to use WordPress. Also, this experience gave me a better understanding of what it is like to work with clients in order to give them what they want. After I finished with this exercise project, Regina gave me the opportunity to help her with some of her real clients.

I was ecstatic that Regina allowed me to have this responsibility, because it meant that she trusted me to handle real work and that I am worthy and capable of doing so. The clients that Regina allowed me to help her with mainly consisted of working with a roofing company and a trucking company to get each of their respective websites to look exactly the way they want them to. Each of the two websites had different needs that I tended to, but they started out needing the same type of attention when it came to the research.

When it came to the research aspect of the websites, Regina assigned me to finding websites of companies that coincide with the companies she was building websites for. Once I found some that I liked, I would link them to her and tell her what I liked about each website. After we finished with the research stage, the two websites' needs diverged.

When it came to the roofing company's website, my main responsibility was to add a "Return to Previous Page" button at the bottom of multiple repair scheduling pages. The reason for this was to give the website's patrons an easy way to backtrack to the page with all of the scheduling options. As for the trucking company's website, all that I had to do was alter some of the photos and update some of the text.

 Working on these websites was fun and further advanced my understanding of what it feels like to have a job or a task where when I perform it there is a feeling that what I'm doing is important work for someone else and it affects their business. That feeling is something I will not forget. After working on those aspects of these websites, Regina had me work on another website for this boiler manufacturing company. When it came to that website, I had a larger number of responsibilities and tasks to perform.

The first thing that I did for the boiler company website was take the photos on multiple pages and give them a color block. The way I did this is by downloading the photos from the media file and putting them into Canva and giving them a color background design. Once I did that, I took the updated photos and put them back into the website's pages. Doing this was a fun challenge because I had not used Canva at this point, and it was fun to learn how it works and how to use it. The second thing that I did for the boiler company website is update some important information about their company's certification, and I updated their employees resume page. I did that by putting the names of some employees into a category along with their job title and a link to their resume.

The last website that I helped Regina with was a website for a school. This website was a bit more difficult to alter. The reason for that been that this website was built using a different theme editor in WordPress. Eventually though, I did get the hang of it, and I was able to carry out my tasks. The first thing that I did for this website was update the calendar on their preschool page. The second thing that I did for this website was add some pictures to the website in order to make it look more appealing.

So, to recap, I definitely enjoyed my internship. Working with Regina has allowed me to learn the skills that I would need to not only build a website using WordPress, but also how to immerse myself into the business of building websites for other people and businesses. I am now confident in my skills as a website programmer thanks to this internship.