

**1:** Hi, my name's Alexandra Wyatt and last summer I did an internship with ScrumGenius.

**2:** Basically ScrumGenius helps facilitate quicker and easier communication and cuts out wasted time for teams via online "Scrums". Scrums are a part of agile organization and are used by many teams to help everyone stay up to date. Generally this is in the form of in-person "standup" meetings where teams go over goals, completed tasks and problems.

But the problem is, as many of you might know, it's really easy to get off track. People might not always be prepared, or they might waffle on or forget important details when they're put on the spot, and it's really easy for fifteen-minute meetings to turn into half an hour or forty-five minutes.

**3:** So what ScrumGenius does is offer a digital version of these standups. Through a simple model with customizable questions such as *What did you work on yesterday? What are you working on today? Did you encounter any blockers?* companies can cut down drastically on their wasted time and get more work done.

**4:** I was hired as a Content Marketing Intern by Tharshan, my manager, in late April. My goal was to help boost the online presence of ScrumGenius and set up a foundation that would carry the site forward in the future. One of my first tasks was refreshing a lot of the existing content on the website, such as the Product Feature pages.

**5:** Often, this meant stretching a paragraph or two into a 500-word piece and adding my own screenshots. It was very much an on-going process; I'd submit drafts to Tharshan on a platform called Notion and he would add comments as needed.

**6:** I also started writing customer success case studies around this time. I would get sent audio files and transcripts from interviews done by another intern and transform them into a case study that outlined what the customer's problems and pain points were, how our product helped solve those issues, and what results the client saw.

**7:** Again, I would post them on Notion and we'd review them together, often editing them through several drafts as our ideas of what the final product should look like changed and we developed a template format.

**8:** Later, these case studies were recycled into several different formats to fit different audiences. This included website content, PDF formats and email newsletters.

**9:** My largest task and one of the things I'm focusing on now is blog content. Basically I would research the kinds of posts similar products were writing about and relevant questions searched on Google and Quora and come up with a list of topics to write around. This included stuff like Slack app roundups, tips on working in remote teams and Scrum styles. I would write the posts, run them through an editor called Hemingway for reading level and then put them up on Notion so my boss could look them over. He'd add any comments and make suggestions and then I'd make any changes and then put them up on the studio.

**10:** For example, this is a post I put together on tips for remote teams titled "Building Trust and Communication in Remote Teams".

**11:** Along with this blog content, I also began to do some work in graphic design to add images to posts. Basically, I'd pull elements from free image and illustration sites and edit them to fit brand colors in vector image software. This in time allowed me to create a cohesive "brand" aesthetic so our images can become recognizable and familiar. These are some examples for those post I talked about in the previous slide with our "brand" colors.

**12:** As my job went on I began to gather additional tasks that didn't fall strictly within the role of "content marketing". As we began to get closer to the launch of the new site, my focus became more geared toward the backend of the site. That included things like SEO tactics and keyword targeting, which I had little experience in up until that point.

**13:** I would use sites like SanityCheck and Ahrefs to figure out what keywords our customers and the customers of competing products were searching to get to our respective sites and then optimize the site accordingly. It was neat to see how things changed over time; for instance, I wrote a post on the Rockefeller Habits and the next week that showed up as one of our top keywords on Google.

**14:** at one point I also did a total SEO audit of the site (both the new one and the old one), which was about 215 fields and took about a week.

**15:** As for the results and goals of my internship, I was able to help boost the online and social presence of ScrumGenius with the new content I created and

managed. Both the amount of Google clicks and the amount of new users to our site rose significantly.

**16:** As for the content I created myself, during my Internship I created 22 blog posts, 6 case studies, 7 feature pages, 65 graphics, learned how to use 14 new apps, and sent probably an infinite number of emails.

I'm happy to say that I'm still doing part time work with ScrumGenius throughout the school year and look forward to new opportunities and experiences as they come in this role.