

Sosial media marketing

Intern in a small start-up company established in Singapore

Worked in a team of three people

Three months

Change webpage, Facebookpage and develop a java game

The goal was to improve their marketing efforts through Facebook and the company webpage

Main issues

Lack of planning

Different goals and moving objectives, new requirements

Different expectations

Problems with communication and cooperation

Cultural differences

Goals

Improve the planning methods

Involve all stakeholders in the process

Improve the organization of the project

Speed up the development