



International Internship Conclusion

Isabelle Weston



Cultural Knowledge

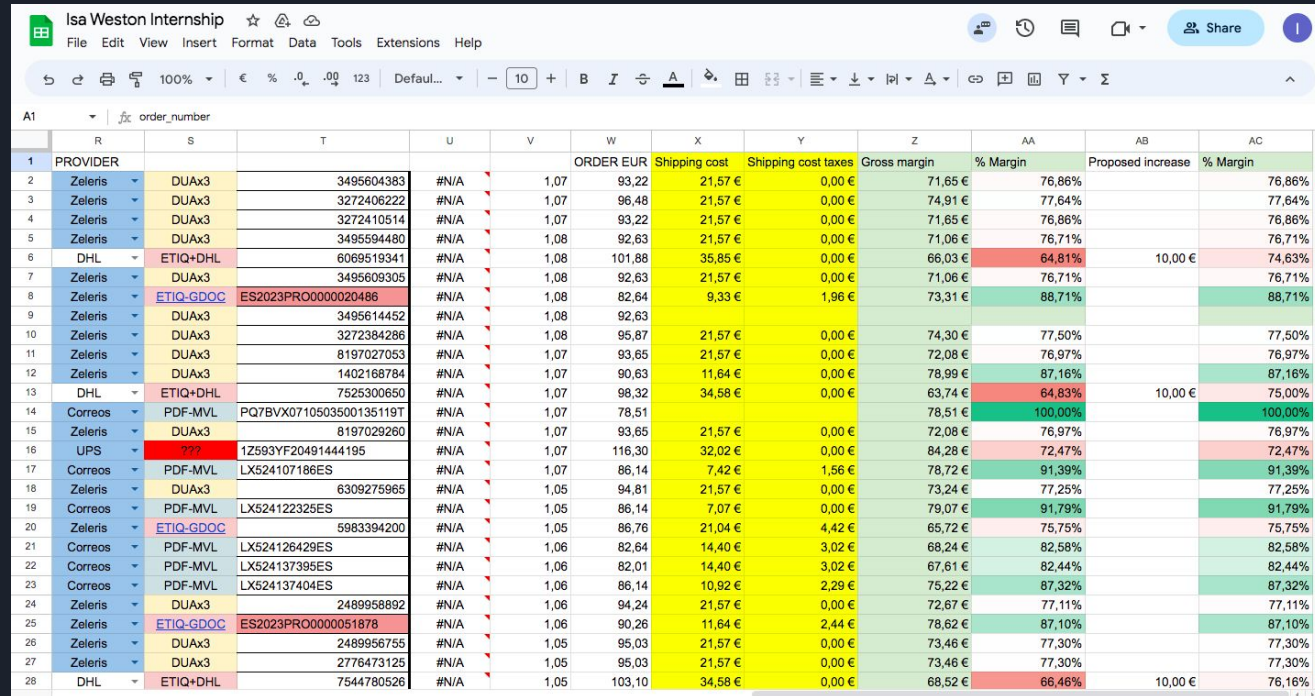
- Through this experience I learned heavily about social media in Europe
 - Socials are not as prominent in European countries as they are in the US
 - Many professionals do not use social media to share their practices
- People here may not be on the same time frame as your own culture
- Communication is so important!
- I learned to work well in the environment I was given



Projects I worked on this Semester

I worked on shipping cost analysis for 200+ products

- I gained experience using excel and google sheets



	R	S	T	U	V	W	X	Y	Z	AA	AB	AC
1	PROVIDER					ORDER EUR	Shipping cost	Shipping cost taxes	Gross margin	% Margin	Proposed increase	% Margin
2	Zeleris	DUAX3	3495604383	#N/A	1,07	93,22	21,57 €	0,00 €	71,65 €	76,86%		76,86%
3	Zeleris	DUAX3	3272406222	#N/A	1,07	96,48	21,57 €	0,00 €	74,91 €	77,64%		77,64%
4	Zeleris	DUAX3	3272410514	#N/A	1,07	93,22	21,57 €	0,00 €	71,65 €	76,86%		76,86%
5	Zeleris	DUAX3	3495594480	#N/A	1,08	92,63	21,57 €	0,00 €	71,06 €	76,71%		76,71%
6	DHL	ETIQ+DHL	6069519341	#N/A	1,08	101,88	35,85 €	0,00 €	66,03 €	64,81%	10,00 €	74,63%
7	Zeleris	DUAX3	3495609305	#N/A	1,08	92,63	21,57 €	0,00 €	71,06 €	76,71%		76,71%
8	Zeleris	ETIQ-GDOC	ES2023PRO0000020486	#N/A	1,08	82,64	9,33 €	1,86 €	73,31 €	88,71%		88,71%
9	Zeleris	DUAX3	3495614452	#N/A	1,08	92,63						
10	Zeleris	DUAX3	3272384286	#N/A	1,08	95,87	21,57 €	0,00 €	74,30 €	77,50%		77,50%
11	Zeleris	DUAX3	8197027053	#N/A	1,07	93,65	21,57 €	0,00 €	72,08 €	76,97%		76,97%
12	Zeleris	DUAX3	1402168784	#N/A	1,07	90,63	11,64 €	0,00 €	78,99 €	87,16%		87,16%
13	DHL	ETIQ+DHL	7525300650	#N/A	1,07	98,32	34,58 €	0,00 €	63,74 €	64,83%	10,00 €	75,00%
14	Correos	PDF-MVL	PQ7BVX0710503500135119T	#N/A	1,07	78,51			78,51 €	100,00%		100,00%
15	Zeleris	DUAX3	8197029260	#N/A	1,07	93,65	21,57 €	0,00 €	72,08 €	76,97%		76,97%
16	UPS	???	1Z593YF20491444195	#N/A	1,07	116,30	32,02 €	0,00 €	84,28 €	72,47%		72,47%
17	Correos	PDF-MVL	LX524107186ES	#N/A	1,07	86,14	7,42 €	1,56 €	78,72 €	91,39%		91,39%
18	Zeleris	DUAX3	6309275965	#N/A	1,05	94,81	21,57 €	0,00 €	73,24 €	77,25%		77,25%
19	Correos	PDF-MVL	LX524122325ES	#N/A	1,05	86,14	7,07 €	0,00 €	79,07 €	91,79%		91,79%
20	Zeleris	ETIQ-GDOC	5983394200	#N/A	1,05	86,76	21,04 €	4,42 €	65,72 €	75,75%		75,75%
21	Correos	PDF-MVL	LX524126429ES	#N/A	1,06	82,64	14,40 €	3,02 €	68,24 €	82,58%		82,58%
22	Correos	PDF-MVL	LX524137395ES	#N/A	1,06	82,01	14,40 €	3,02 €	67,61 €	82,44%		82,44%
23	Correos	PDF-MVL	LX524137404ES	#N/A	1,06	86,14	10,92 €	2,29 €	75,22 €	87,32%		87,32%
24	Zeleris	DUAX3	2489958892	#N/A	1,06	94,24	21,57 €	0,00 €	72,67 €	77,11%		77,11%
25	Zeleris	ETIQ-GDOC	ES2023PRO0000051878	#N/A	1,06	90,26	11,64 €	2,44 €	78,62 €	87,10%		87,10%
26	Zeleris	DUAX3	2489958755	#N/A	1,05	95,03	21,57 €	0,00 €	73,46 €	77,30%		77,30%
27	Zeleris	DUAX3	2776473125	#N/A	1,05	95,03	21,57 €	0,00 €	73,46 €	77,30%		77,30%
28	DHL	ETIQ+DHL	7544780526	#N/A	1,05	103,10	34,58 €	0,00 €	68,52 €	66,46%	10,00 €	76,16%

Projects I worked on this Semester

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A1 FIRST NAME

	A	B	C	D	E	F	G	H	I	J	K	L	M
1	FIRST NAME	LAST NAME	INSTAGRAM HANDLES	LINK									
2	Yohnny	Ebner	N/A					Yohnny	Ebner		12 Hazel Grove		London
3	Andrew	Thompson	@atsportrehab	https://www.instagram.com/atsportrehab/				Andrew	Thompson	Versatile	66 Marsh lane fe Newark-on-Tren		Nottingham
4	Jose	Moreira	N/A					Jose	Moreira		51 Swallow Drive		London
5	Wayne	Kennedy	N/A					Wayne	Kennedy		80 Springwood drive		Ashford
6	Mary	Brotherton	N/A					Mary	Brotherton	Physiotherapy	7 Hillman Way, Ettington		Stratford on
7	paul	collins	@pcphysio	https://www.instagram.com/pcphysio/				paul	collins		Lindy-lea Ampthill road		Steppinglo
8	Mohammed	Wasim	@mo_wasim86	https://www.instagram.com/mo_wasim86/				Mohammed	Wasim	Specialist Thera	25 Anderton Road		Birmingham
9	Rishi	Patel	@medicalhomevisit	https://www.instagram.com/medicalhomevisit/				Rishi	Patel	MHV Clinic	4 Cavendish Square		Marylebon
10	Wai Ki	Wong	N/A (maybe linkedin)					Wai Ki	Wong		20 Exmouth Road		Ruislip
11	EROL	SAHIN	N/A					EROL	SAHIN		30 Summerland Road		Minehead
12	Jason	Patel	@jasonpatelosteopath	https://www.instagram.com/jasonpatelosteopath/				Jason	Patel	Freedom Clinics	Canada Place S Canary Wharf		London
13	David	Hover	@movehover	https://www.instagram.com/movehover/				David	Hover	Hover Health Ltc	The Nook, New Road		Mitchelde
14	Pak	Chuen	n/a					Pak	Chuen		Apartment 25 Central court Me Salford		
15	David	Hover	@movehover	https://www.instagram.com/movehover/				David	Hover		The Nook, New Road		Mitchelde
16	YUAN	EHBPf	n/a					YUAN	EHBPf		Unit 8 Gatwick Distribution Point, Crawley		
17	Peter	Barnes	FB : @delucachiropactic	https://www.facebook.com/DelLucaChiropractic/				Peter	Barnes	Deluca Chiropra	1008 Cathcart Road		Glasgow
18	Sharon	Hore	@physiquemgmt	https://www.instagram.com/physiquemgmt/				Sharon	Hore	Physique Manaç	Physique Manaç Unit 6, Hermitag		Havant
19	bbbb	bbbb	N/A					bbbb	bbbb	bbbb	74 Eastbourne Rd		ROBOROL
20	Hilary	Smith	@movechiropractor	https://www.instagram.com/movechiropractor/				Hilary	Smith	Move Chiropract	51 Rodney Road		Cheltenham
21	Richard	Record	N/A					Richard	Record		7 Conybeare Close		Exeter
22	Liz	Walton	@lizwalton_fertilitycoach	https://www.instagram.com/lizwalton_fertilitycoach/				Liz	Walton	Liz Walton Fertili	The Rickyard, O Off Gibbs lane, Bristol		
23	Terence	Yong	@terenceyong2019	https://www.instagram.com/terenceyong2019/				Terence	Yong	Zoomax technok	UNIT A1, Conna Hyde Estate Ro		London
24	Jeremy	Ayres	n/a					Jeremy	Ayres		Shinglers, Compston Road,		Ambleside

I researched all previous customers in the UK as a form of Market research to follow these accounts on Instagram and find potential influencers for the Y-Strap

Projects I worked on this Semester

I created a smaller Instagram account to follow UK accounts in relation to the Y-Strap, I then filtered through 250+ of those accounts and decided which would be the best suited to be followed by the main Y-Strap account

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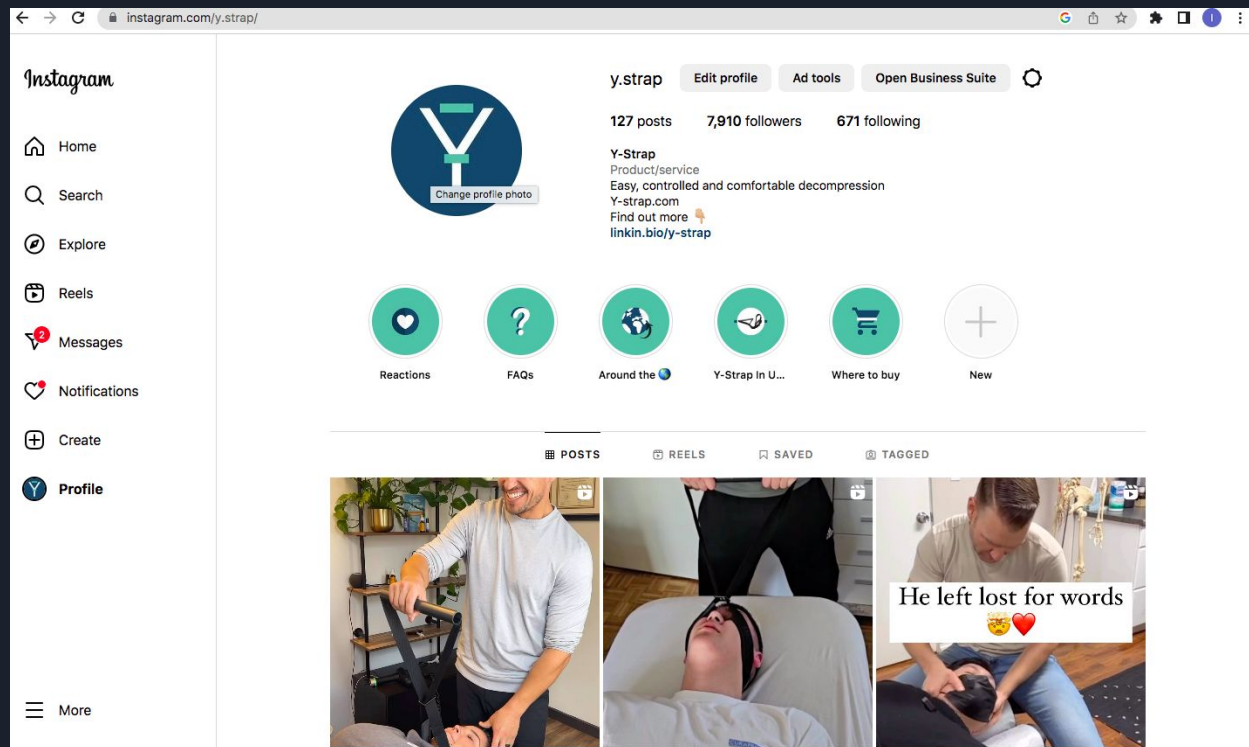
B125 aligned_health_clinics

Name: Filtro 1 Range: A1:Z234

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
	Instagram II	Username	Full n	Profil	Avata	Followed by viewer	Is ver	ollowers cou	ollowing cou	Biography	Public email	Posts count	Phone coun	Phone num	City
1	4218359354	rehabscience	Dr. Tom	https://v	https://s	Yes	No	941950	567	Orthopedic rehabscientist@		1751			
2	3104565825	dr.samspinelli	Samuel S	https://v	https://s	Yes	No	400815	288	Just keep showing up		924			
3	291898199	fitnessdilek.off	Dilek H	https://v	https://s	Yes	No	335858	285	Here to ir Dilekuk@hotm		552			
4	1372504514	the_limetree_c	DR KA	https://v	https://s	Yes	No	164490	2933	🔧🧠 Founder: ELITE PERF		1838 44		7506786708	
5	36255524937	the.hip.physio	Mehmet	https://v	https://s	Yes	No	136647	99	'Simplifiyi mehmet@thef		421			
6	8922110542	bradley_blair_c	Bradley I	https://v	https://s	Yes	No	136474	880	Qualified as an osteopath53@		1395 65		86162624	Singapore
7	328513751	kazcarney	Karen Ca	https://v	https://s	Yes	Yes	100755	1761	Former Profess andy@triplean		890			
8	9404376	dr_benedetti	Dr. Gabri	https://v	https://s	Yes	No	51072	27	Appointments: +39391798135		447			
9	50108496865	drroberta_dc	Dr Rober	https://v	https://s	Yes	No	47824	631	Chiropractor		128 44		7507691609	
10	8206626028	medicalhomev	Rishi Pat	https://v	https://s	Yes	No	44720	233	📍 Marylebon info@medicalh		321 44		7467609385	
11	215796802	jamesdhealth	James Dr	https://v	https://s	Yes	No	29271	1383	High Performance Coach & The		327			
12	245963606	the_london_os	The Lonc	https://v	https://s	Yes	No	21930	0	📍 Helping you get out of pain		380			
13	4093728371	icaht_clinic	ICAHT Ce	https://v	https://s	Yes	No	19723	1899	Centre of integ admin@icaht.c		1622 44		1163400786	Leicester,
14	45160624	osteoanisha	Anisha Jr	https://v	https://s	Yes	Yes	19308	2913	🏆 Award Win london@osteo		1440 44		2039894610	London, U
15	4821929940	theirishphysio	Aidan	https://v	https://s	Yes	No	16830	506	Specialising in running injuries		486			
16	11620782196	nadiatheosteoj	Nadia Al	https://v	https://s	Yes	Yes	16231	441	Osteopath/ Posture Expert & F		599			
17	6273851165	sportskneephy	Andrew	https://v	https://s	Yes	No	15059	369	📍 Knee injury specialist @pur		331			
18	8385549030	stretchlab	StretchL	https://v	https://s	Yes	No	13521	386	PREVENT. PERF info@stretch-l		376 44		2070813155	London, U
19	366034313	trishulvadi	DR T	https://v	https://s	Yes	No	11536	623	🏆 Multi-Award Winning Clinic		1401			
20	25726096925	eliteosteo.mcr	Hamayor	https://v	https://s	Yes	No	11072	402	📍 The proof is eliteosteo.mc		924			
21	246750416	lucywildheart	LUCY WI	https://v	https://s	Yes	No	10779	2051	📍 Pro Boxe xmisswildheart		2099			
22	5617776407	physiutrion	Ben S-T	https://v	https://s	Yes	No	10609	745	📍 Injury rehai ben@physiutri		523 44		7584438124	
23	6865702232	absportsoerfor	AB Sport	https://v	https://s	Yes	No	10134	4432	Addressing acu business@abst		579 44		7514688389	

Projects I worked on this Semester

- I have also been very active on the Y-Strap Instagram account
- I have posted many stories
- Engaged with other accounts
- Scheduled future posts for the Y-Strap account
- And have overall boosted the activity of this Instagram account



Projects I worked on this Semester

- I have also worked on various forms of Market Research through specific tools
- I also do counterfeit research across multiple websites world wide to make sure that no other chiropractic companies are using the trademark “Y-Strap”





Skills and Knowledge



- I definitely think I have gained a good experience whether this internship was what I expected or not
- I learned the importance of teamwork and being able to work well with your colleagues
- I also think I gained a lot of leadership skills as I had to often take action and ask a lot of questions which can sometimes be very uncomfortable.
- **COMMUNICATION IS KEY!!!!** Especially when you are doing an internship in a new country; there were several times I would be very confused about tasks and would have to ask for clarification multiple times.
- I definitely had to think outside the box and bring new ideas to our meetings for new ways to reach customers
- I also learned that it is very hard for me to work from home, so it is important that I delegate my tasks and make a schedule for myself
- On a more technical level, I definitely feel more proficient in Microsoft Office, Google apps, Instagram, Asana, and Various research tools



Final Thoughts



- Although this internship was not what I expected it to be, I have still learned a lot
- Any experience is good experience
- I definitely learned that I do not want to work from home
- I also realized that maybe I am more tech Savvy than I thought
- It is good to ask questions and ask for help!!!!
- Stay professional and have a positive attitude no matter what
- I do not want to work in marketing or social media in the future
- I am so lucky to have had the opportunity