

Highlights from Saunders students on co-op

What Do You Do?

I created the social media marketing strategy for Waterfall Tea. From there I started working on SEO, because that's the first thing you do. Then I went to the social media pages. They had Facebook and Twitter, then I created the Instagram. Two weeks later I was pulled into the statewide Annual Los Angeles Tea Festival about 400 attendees. With all my social media efforts, I increased attendance by 16%.

Where Do You Do Your Work?

Though the location of Waterfall is in California, I was allowed to work from home in Rochester over the summer.

What's Great About Your Co-op?

My co-op experience was rather interesting because I started working for Waterfall Tea Company and I had a marketing strategy that took about a week to development. When I started implementing it, I was pulled away to do another project for the Tea Festival. So I had to build another strategy, implement it and go from there. However, I never got to go back to the other strategy I was working on. I started to get attached and wanted to go back and develop it and I didn't get a chance to go back and do so.

What's Your Favorite Saunders Course? Who's Your Favorite Saunders Professor?

I would say my favorite teachers are Lorrie Dwyer and Raj Murthy. My favorite course is Seminar in Marketing: Social Media.

Marketing Major Class of 2015

Co-op Company: International Tea Importers

Co-op Position: Junior Marketing Associate



Paola Gonzalez Rodriguez

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International Tea Importers

International Tea Importers is a major importer of organic and fair trade teas as well as conventional teas from every tea-producing country and herbals of every description.

Find This Student On LinkedIn: <https://www.linkedin.com/in/paolamgonzalezr>

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DAY ONE | enterprising mindset

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DAY ONE | stand out

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- Students develop unique personal brands that employers seek

DAY ONE | connected

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- Low student to faculty ratios, and highly accessible faculty
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