

Internship at Polka Pop (First Indian brand to manufacture flavored sparkling water)

As a summer intern at Polka Pop, an esteemed Indian-based naturally flavored sparkling water company, I had the privilege of witnessing firsthand the intricacies of brand management, strategic communication, marketing processes and the art of forging successful partnerships. Over the course of my tenure from May to June 2023, my experiences at Polka Pop significantly enhanced my understanding of brand building, business management and negotiation skills, equipping me with invaluable lessons that continue to shape my educational and professional journey.

One of the most pivotal aspects of my internship was overseeing Polka Pop's college partnership program. This responsibility exposed me to the critical role of effective communication in establishing and nurturing the brand's association with prominent educational institutions such as IITs, IIMs, Jindal, ISB, MICA, NMIMS, and others. I designed and studied potential client surveys to comprehend customer demands and focused on the marketing staff's anticipated demand trends. Tailoring my approach to meet the unique needs of each college community while representing Polka Pop's brand identity taught me the significance of adaptable and persuasive marketing communication strategies in fostering fruitful partnerships.

Furthermore, studying different marketing scenarios, navigating these negotiations with partner institutions while upholding Polka Pop's core values and seeking mutually beneficial agreements taught me the delicate art of balancing brand integrity while attaining business optimal outcomes to maximize both top and bottom line figures. Detailed attention towards partnership deals, strategic thinking, and a collaborative approach, taught me how this was crucial in ensuring that both parties derived substantial value from our collaborations. During the process, I gained skills in social media marketing and analytics and integrated marketing communications.

Despite the remote nature of my work, I learned to embody Polka Pop's vibrant brand essence through unwavering professionalism, positive engagement, and a proactive attitude. Actively contributing to creative partnership ideas and swiftly addressing unforeseen challenges instilled in me the significance of taking enterprising initiatives and acquiring problem-solving abilities in a professional setting.

My internship at Polka Pop was not merely an introduction to the corporate world; it was a masterclass in effective business communication, marketing negotiations and building brand representation and brand loyalty. It prepared me with practical insights into the nuances of managing brand partnerships and fostering meaningful connections within the different market conditions. These commerce experiences have augmented my skill set, providing me with a solid foundation in marketing strategies, strategic thinking, and the intricacies of managing brand relationships.

Overall, *my internship at Polka Pop was a transformative experience that fortified my passion for marketing* and equipped me with invaluable skills and insights that I am eager to apply to my future academic pursuits. I am confident that the knowledge and expertise gained during my time at Polka Pop will enable me to make a meaningful contribution to my future esteemed undergraduate program and the professional landscape beyond.