

Social Inequality in Relation to the Workforce

As my co-op at M.S. Walker progressed, I began to enjoy it more and more each day. I finally found a job I enjoyed and might want to continue with after graduation. When looking around the office one day, I realized most of the people in the creative department were women. Despite the amount of women in my department, almost all of the higher-ups were men (11 out of 12). In the creative services department where I worked, there were six women and three men. The women were the designers and the men had more of a financial and leadership role. Gender stereotypes are reinforced, where women are seen to be as more creative and nurturing, while men are the financial decision makers. This showed to be true when all designs and final decisions had to go through the men.

Everyone was very friendly and open to ideas, but it doesn't disregard the gendered hierarchy. These insights didn't necessarily effect my work physically, but it made me think about whether the men and women were being paid the same amount for the same work. Alcohol used to be known as a male centric field, but I believe there is an opportunity for this to change. While the company is aiming to hire younger employees perhaps they could hire more women in positions of higher authority.

Influencer Reachout



One of the influencers who I reached out to from ABC, The Bachelor, posted on her story!

SPIRITS & WINE MARKETING CO-OP M.S. WALKER

Erika Brown
Fall 2019



Reflection

- I hoped to learn more about the process of creating the product, bottle, and label. My manager gave me a tour of our bottling facilities, and I was able to see the process from start to finish of making a beverage.
- I wish I knew more about Adobe Photoshop so I could create more social content on my own. However, my team members taught me about the Adobe Creative Cloud and were always open to creating content for me. Learning Adobe Photoshop was the most challenging, but it was worth my time to take an hour or two a day to learn more about the program. This allowed me to create content without having to go out into the field and take pictures.
- I learned that I finish tasks quickly and how it is important to slow down and take more time to complete a task, even if it can be done quickly.
- I like a more hands on supervisor who is involved and cares about the tasks I am completing. By having this type of managerial style it makes the task more meaningful, since I am not the only one looking at the completed work.

- It was refreshing how there was always someone to bounce ideas off of, which was different from my previous co-op. Not only was I treated as an integral part of the team, but a few weeks into my co-op I was given a larger task.
- I was given the opportunity to take on my own project, where I led the Contour Pinot Noir Influencer program and social media. This was a challenging project because I was starting from the ground up. My manager helped me organize and structure the process from finding influencers, to writing a reach out email, and lastly creating a package to send out. My manager had me work closely with the social media coordinator to create new imagery, collaborate on new ideas, track and monitor relatable influencers, and create content for social.



Influencer Flyer

Position & Accomplishments

- Successfully spearheaded Contour Pinot Noir's influencer campaign by reaching out to influencers, designing the media packages, and coordinating giveaways, which led to a 230% increase in people reached, 203% increase in post engagement, and a 52% increase reached from discovery on Instagram.
- Drafted and emailed pitches requesting product endorsements from reviewers and bloggers, which increased brand awareness.
- Created social media and website content for M.S. Walker's national brands and led a re-design of the websites for Contour Pinot Noir, ChocoLat Liqueur, and Allen's Coffee Brandy.
- Initiated and led photo shoot for St. Elder, ChocoLat Liqueur, Contour Pinot Noir, and West Cork for use in advertisements and website imagery.
- \$16 an hour