

SOCIAL MEDIA INTERN THE FOOD HALL COMPANY

LINDI GOFF | SUMMER 2020

COMPANY, OFFICE DESCRIPTION, PRODUCTS, SERVICES, AND CUSTOMERS

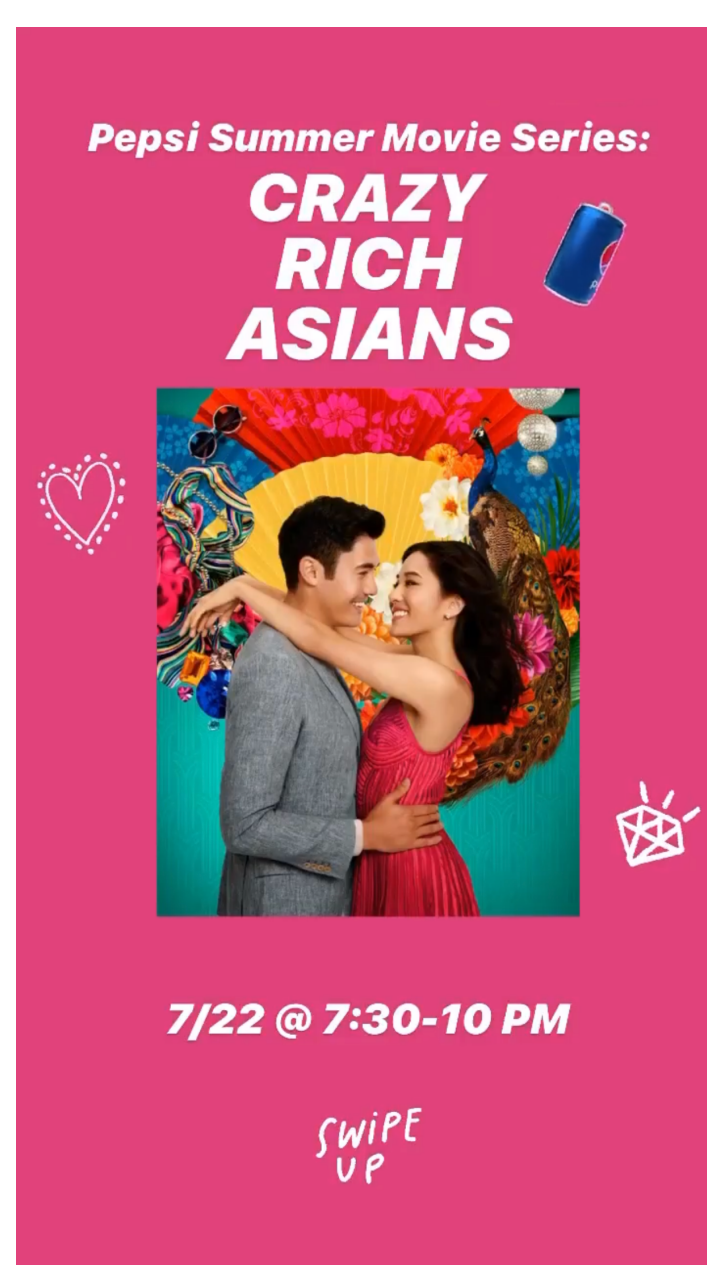
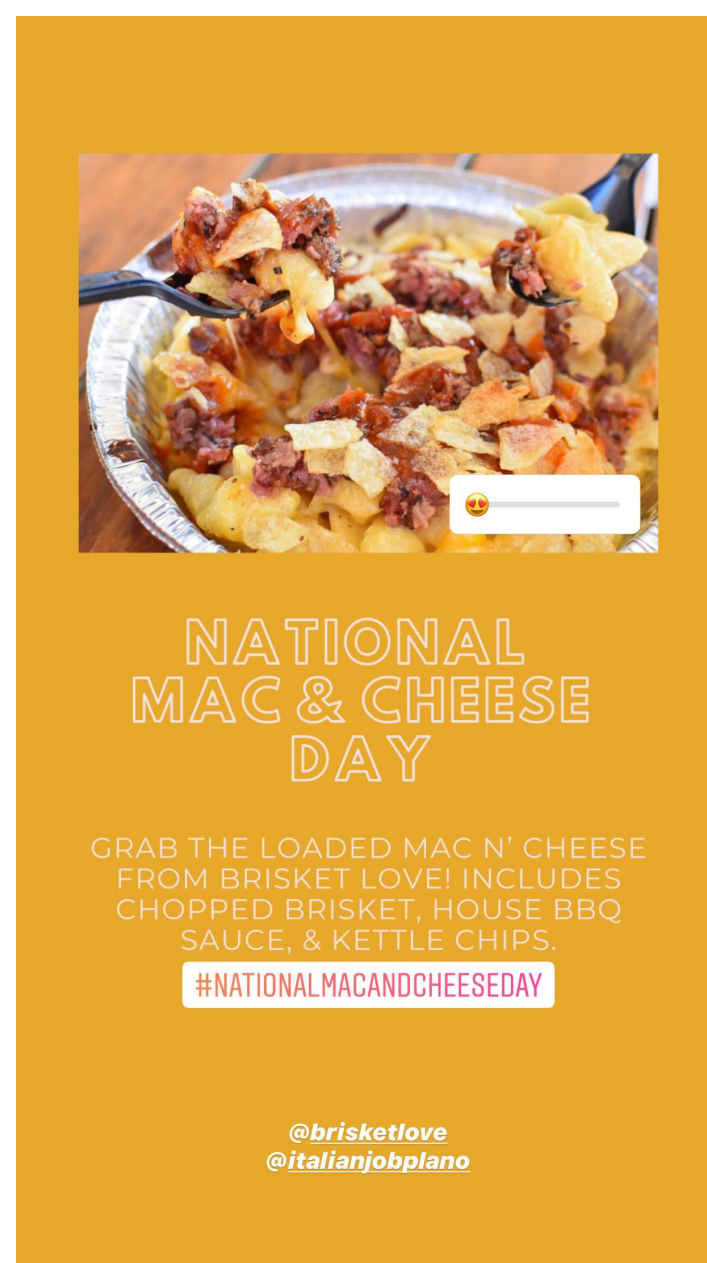
The Food Hall Company in Plano, Texas, manages operations over Legacy Hall, a three-story food, drink, and entertainment venue with over 20 eateries, five bars, an on-site brewery, and an outdoor Box Garden. The organization is responsible for curating unique and high quality culinary and entertainment experiences for the community. Whether the Hall is celebrating a holiday, screening a movie, hosting college game day, or bringing live music to broad and niche audiences, the company is dedicated to delivering shared experiences for its' guests. While many of the Hall's chefs were originally from countries other than the United States, they currently all live in the Plano area. That said, the individuals working at the Hall are members of the community and strive to serve their fellow residents as well as they can. Of course, this would not happen without the help of the organization's management. The physical office is located across from Legacy Hall, making it convenient for administration to visit the Hall at any time. Each office employee checks out the Hall at least once a day and tries different eateries for lunch. Interacting with chefs and their employees and trying diverse cuisine is crucial. Knowing the quality of the Hall's products and services will help the company understand how to best market to its' customers. The office environment is fast-paced and extremely intentional. The tight-knit team is continually bringing fresh ideas to the table as innovative concepts set Legacy Hall apart from typical dining and event venues. For example, the Marketing Department strategically plans and advertises events several months in advance to ensure that the Hall is everyone's "place to be" during ordinary and special times. Overall, The Food Hall Company and Legacy Hall seek to provide memorable moments to friends, families, coworkers, and more as they provide outstanding food, drinks, and entertainment.

ROLE, KNOWLEDGE GAINED, AND ACCOMPLISHMENTS AT THE HALL

My internship at The Food Hall Company and Legacy Hall involved working with the Marketing Department to promote food, drinks, and activities through social media channels, weekly blog posts, biweekly newsletters, and weekly event listings. To say I learned a few things from this position would be an understatement; Throughout my internship, I went from not knowing much about the company to learning the in's and out's of the Hall and understanding my responsibilities as an intern each day I arrived at the office. For instance, gaining knowledge about social media strategy was one of the most beneficial experiences I had during my internship. My employer continuously taught me about reading analytics and insights on different platforms and how to grow various social media channels. The more I worked, the more I understood the company's voice and the image they want to convey to followers on social media, and how guests perceive the Hall as they engaged with our platforms. As a result, I learned how to position the organization first in consumer's minds. One of my most significant accomplishments at the Hall involved photographing cocktails. I appreciated the opportunity to navigate my DSLR camera better and shoot photos using manual settings in different spaces and lighting within the venue. After about twenty to thirty photoshoots, I feel that I am more knowledgeable about taking pictures of all kinds of products. This skill will be easily transferable to future professional experiences, whether I am working in the food industry or not. I consider connecting with employees, gaining a stronger work ethic, and time management skills valuable skills I learned during my internship experience. Whether my daily tasks were large or small, I believe I made a positive contribution to the company and am grateful that I had the opportunity to apply the knowledge I've learned at TCU and learn and accomplish even more than I ever expected.

SAMPLES OF WORK: INSTAGRAM STORIES

I created twenty Instagram stories on Canva to promote food, drinks, national holidays, upcoming events, and the Hall's online ordering platforms. Throughout the creation process, I considered not only the overall design of the image but also the fonts, colors, and pictures that would most likely attract our target audience. I also posted graphics regarding upcoming events several days in advance to ensure that guests knew about entertainment at the Hall and could purchase tickets as soon as possible.



**SUMMER
PLAYDATES:
LUNCH & CRAFTS**



**swipe up
to preorder a
craft box!**



**GREY GOOSE
FRENCHIE**



Made with Grey Goose, St. George Spiced Pear, grapefruit, and simple syrup- the perfect cocktail for this weekend!

#BASTILLEDAY



**MADONNA
TRIBUTE:
PRIMADONNA**



**FRIDAY, 7/31
DOORS OPEN @ 8,
SHOWTIME @ 8:30
SWIPE UP**



*Happy
National
Tequila
Day!*

FT. THE PERFECT
PATRON MARGARITA

Also available
for take home
at Bar Main!

**DWIGHT YOAKAM
TRIBUTE:
LOCAL YOAKAM**



**SATURDAY, 8/1
DOORS OPEN @ 8,
SHOWTIME @ 8:30**

**SWIPE
UP**

**RANGERS
OPENING
WEEKEND**




**TEXAS RANGERS
OPENING WEEKEND**
Sunday 7/26 @ 1:35 PM



**TEXAS RANGERS
OPENING WEEKEND**
Saturday 7/25 @ 3:05 PM





**OASIS TRIBUTE:
Definitely Maybe Oasis**



7/18 @ 8:30 PM

SWIPE UP FOR TICKETS




**The Guns n' Roses Experience
(Tribute to Guns n' Roses)**



**7/25, Doors Open @ 8,
Showtime & 8:30 PM
Tickets start at \$5**


SWIPE UP

**Alice In Chains Tribute:
Go Ask Alice**



**7/24, Doors Open @ 8,
Showtime & 8:30 PM
Tickets start at \$5**

SWIPE UP



**JUST LIKE
P!NK**
The P!NK Experience



7/17 @ 8 PM

Swipe up for tickets



Looking for something
delicious to order online
for pickup or delivery?



**SELECT PICKUP OR
DELIVERY OPTION**

DELIVERY VIA GRUBHUB

DELIVERY VIA UBEREATS

Check out Legacy Hall's
online ordering from
@ubereats and **@grubhub**



SWIPE UP

PEPSI SUMMER MOVIE
SERIES:

**AVENGERS:
INFINITY
WAR**



**WEDNESDAY, 7/29@
7:30 PM**

**BASTILLE DAY
FRENCH 75**



Grab a French 75 Carafe and
share with friends this Friday-
Sunday! Available at all bars.



SEE YOU ONLY 12!

0	2	0	9	:	0	3
days	hours	minutes				

SAMPLES OF WORK: PHOTOGRAPHY

I photographed food and cocktails weekly using my Canon DSLR. My camera settings were always on manual, and I would increase or decrease the ISO, f-stop, and shutter speed depending on where I was taking photos. After uploading the pictures to SharePoint, a Microsoft Office storage system, I would filter the ten to 100 images down to a few favorites. My employer or I would eventually post the photos onto social media platforms, online delivery platforms, or the company's website.





SAMPLES OF WORK: EVENT PLANNING

I created presentations on Canva to display my vision for upcoming events at the Hall, including Kentucky Derby Day and a Mean Girls Watch Party. I considered several factors for these occasions, such as food, drinks, decorations, and how to provide the best experience to guests overall. I had the opportunity to show my employers my ideas and look forward to seeing them come to fruition in the fall.



FOOD

Cady's Strawberry Macarons, Whatever Beer Cheese Fries, Cup Filled With Rainbows, Made Out With A Hot Dog, That's So Fet Sugar Cookies, My Milkshake Brings All The Boys, Frose

Time

Happy Hour- Dinner

LOOKING AT LAST YEAR'S FETCH IDEAS

PACKAGE IDEAS
"PLASTICS PACKAGE"

Reserved Tables

Table covered with pink table cloth or wrapping paper, bouquet of flowers, and a small disco ball would be cute and trendy.

Photo Booth

Cotton candy drinks!! A regular glass of rose or champagne topped with cotton candy and a pink straw Also, keep the frose- it's a must.

Food

It is the same as last year (previous slide), and potentially add:

- Whisk and Eggs charcuterie board
- Mallow Box's Nutella and avocado toasts
- Mallow Box Merry Berry shake
- Berry Naked asai bowl

Photo Booth



Another CUTE photo wall. Could also use the green backdrop for Derby Day and brunch/lunch events.

Sway



the pink cup customized with a Mean Girls saying and Legacy Hall logo. <https://etsy.me/2D71AgB>



Customize tickets. I can already see people taking pics of their drinks & these with the big screen in the background.



Overall, the package will include:

- Reserved table covered in pink table cloth & cute decor
- Cotton candy drinks/bottle of rose/champagne and/or prose
- Charcuterie board & macarons
- Pink cup party favor
- Pink movie ticket



SEPTEMBER 2020
DERBY DAY



DINE

DINE

- BRISKET LOVE BRISKET & PORK
- ROOTS WINGS, TENDERS, & FRIE
- HAUTE SWEETS MACARONS
- BERRY NAKED JULEP POPS

DRINK

MINT JULEP



TRADITIONAL

BLACKBERRY GINGER

FROZEN

MORE COCKTAILS

LONG ISLAND ICED TEA

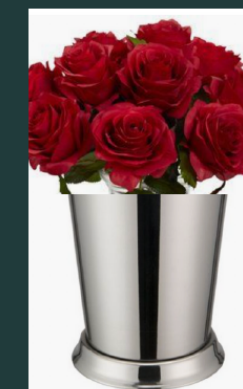
BOURBON SMASH

WHISKEY SOURS

DECOR

ENTERPIECES

"RUN OF THE ROSES"
Traditional red roses
(official flower of the
race) and julep cups



TOPIARIES

PLACE AT
ENTRANCES/EXITS AND
AROUND GARDEN



SILVER

USE AS MANY SILVER DISHES
AROUND THE HALL AS
POSSIBLE

You could even have a small
silver barcart/buffet in
VIP area



COURSE
FORMATI
N
DISPLAYED
A TILE
FORMAT
AND/OR VIA
QR CODE



OR COVER
HORSE WITH
ROSES



PHOTO BOOTHS



ENTERTAINMENT

GAMES

HAT CONTEST

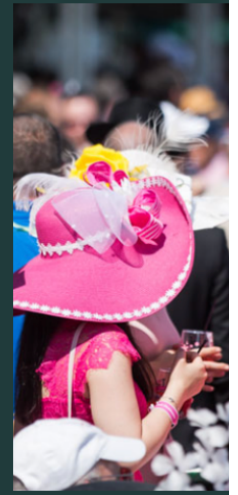
Award winners with a Hall Pass or free cocktail

GAME OF LUCK

Have attendees draw a horse's name out of a hat or via QR code

KIDS

Set up a horseshoe toss or have them bring their own stick horses and have a two minute kids' run



HOST

HAVE A MAN STAND ON STAGE IN A SEARSUCKER SUIT NARRATING THE EVENT AND ACTING IN A CLASSIC KENTUCKY CHARACTER

CHARITY

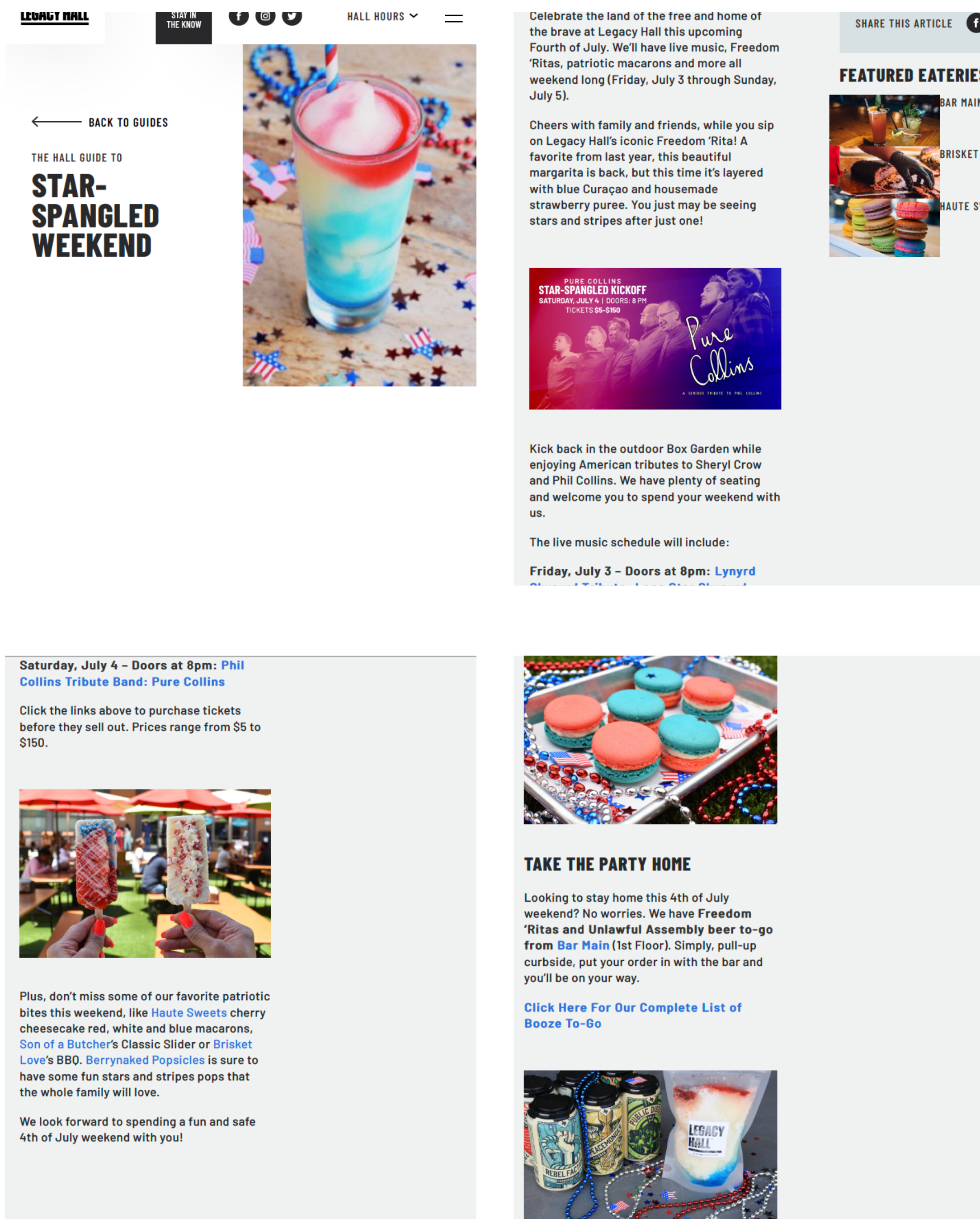
PARKLAND

Junior Charity League is proud to have donated over \$2.4 million dollars to the Parkland Rehabilitation Fund.



SAMPLES OF WORK: EVENT PLANNING

I wrote copy for Legacy Hall's blog to promote holidays and events such as the Fourth of July, National Tequila Day, and our first annual End of Summer Luau. After writing drafts and getting approval from my employer to post, I transferred the writing to WordPress, which I learned to use at the beginning of my internship. I used a conversational tone and "Insta-worthy" photos to appeal to readers and community members. The purpose of these posts was to give our guests more information about the events at hand in hopes that they would be more likely to attend.



The image is a screenshot of a website for Legacy Hall, featuring a blog post about a Fourth of July event. The page layout includes a header with the Legacy Hall logo, navigation links like 'STAY IN THE KNOW' and 'HALL HOURS', and social media icons. The main content area has a 'BACK TO GUIDES' link and a title 'THE HALL GUIDE TO STAR-SPANGLED WEEKEND'. A large image of a layered drink is shown. To the right, there's a 'SHARE THIS ARTICLE' button and a 'FEATURED EATERIES' section with images of food. Below the main text, there's a section for 'Saturday, July 4 - Doors at 8pm: Phil Collins Tribute Band: Pure Collins' with a ticket purchase link. Another section titled 'TAKE THE PARTY HOME' promotes 'Freedom 'Ritas and Unlawful Assembly beer to-go' from Bar Main. The bottom of the page shows images of beer cans and a drink bag.

LEGACY HALL STAY IN THE KNOW HALL HOURS

← BACK TO GUIDES

THE HALL GUIDE TO
STAR-SPANGLED WEEKEND

Celebrate the land of the free and home of the brave at Legacy Hall this upcoming Fourth of July. We'll have live music, Freedom 'Ritas, patriotic macarons and more all weekend long (Friday, July 3 through Sunday, July 5).

Cheers with family and friends, while you sip on Legacy Hall's iconic Freedom 'Rita! A favorite from last year, this beautiful margarita is back, but this time it's layered with blue Curaçao and housemade strawberry puree. You just may be seeing stars and stripes after just one!

SHARE THIS ARTICLE

FEATURED EATERIES

BAR MAIN
BRISKET I
HAUTE SW

PURE COLLINS
STAR-SPANGLED KICKOFF
SATURDAY, JULY 4 | DOORS: 8 PM
TICKETS \$5-\$150

Kick back in the outdoor Box Garden while enjoying American tributes to Sheryl Crow and Phil Collins. We have plenty of seating and welcome you to spend your weekend with us.

The live music schedule will include:

Friday, July 3 - Doors at 8pm: Lynyrd

Saturday, July 4 - Doors at 8pm: Phil Collins Tribute Band: Pure Collins

Click the links above to purchase tickets before they sell out. Prices range from \$5 to \$150.

Plus, don't miss some of our favorite patriotic bites this weekend, like Haute Sweets cherry cheesecake red, white and blue macarons, Son of a Butcher's Classic Slider or Brisket Love's BBQ. Berrynaked Popsicles is sure to have some fun stars and stripes pops that the whole family will love.

We look forward to spending a fun and safe 4th of July weekend with you!

TAKE THE PARTY HOME

Looking to stay home this 4th of July weekend? No worries. We have Freedom 'Ritas and Unlawful Assembly beer to-go from Bar Main (1st Floor). Simply, pull-up curbside, put your order in with the bar and you'll be on your way.

[Click Here For Our Complete List of Booze To-Go](#)

AUGUST 2020 RESUME

LINDI GOFF

S O C I A L M E D I A M A R K E T I N G I N T E R N A T F O O D H A L L C O

PROFESSIONAL SUMMARY

I am a Senior at Texas Christian University studying Advertising and Public Relations through the Bob Schieffer College of Communication. I am interested in marketing, brand management, social media management, and event planning. Currently serving as a Social Media Marketing Intern at Food Hall Co in Dallas, Texas.

972.310.8442



lindigoff98@gmail.com



Dallas, TX



<https://www.linkedin.com/in/lindi-goff-4335b1107/>



SKILLS

Photoshop

InDesign

Lightroom

WordPress

Wix

Blogger

Social Media

Microsoft Suite

Photography

PROFESSIONAL EXPERIENCE

SOCIAL MEDIA MARKETING INTERN

Food Hall Co, Dallas, TX | June – Present

- Monitor social media engagement daily on company's Instagram and Facebook
- Create biweekly newsletters
- Photograph food and cocktails weekly for social media promotions
- Write and post blog content weekly on WordPress

MARKETING ANALYST INTERN

Republic Manufacturing, Dallas, TX | June-August 2018

- Created weekly social media calendars for Republic Manufacturing and War-Lok accounts
- Monitored social media analytics weekly to improve social media marketing
- Photographed products for the Republic Manufacturing website
- Organized marketing driven sales quotes

NEW MEMBER EDUCATOR

Phi Mu Fraternity, Fort Worth, TX | November 2019- December 2019

- Serve as a member of the Executive Committee
- Manage \$20,000 budget to plan Bid Day
- Mentor 60-70 New Members as they transition into college
- Host weekly New Member meetings
- Coordinate New Member Retreat for 70 members

SOCIAL MEDIA COORDINATOR

The ONE Campaign, Fort Worth, TX | August 2018 – August 2019

- Participate as an Executive Board member
- Designed graphics to spread awareness on campus for semester-long campaigns
- Posted weekly on Instagram

BLOGGER

<http://www.lindigoff.com>

- Post weekly about fashion and lifestyle
- Create monthly content calendars
- Edit blogs and vlogs using Adobe programs

EDUCATION

B.S. IN ADVERTISING AND PR

Minor: Sociology, GPA: 3.51

Texas Christian University

Fort Worth, TX

2017-2021

John V. Roach Honors College

Texas Christian University

Fort Worth, TX

2017-2021

Study Abroad

Istituto Lorenzo de' Medici

Florence, Italy

2020