



Marketing, Innovation and Technology Intern

Ellie Wong Tong Ling



About .IE

- As the national registry for .ie domain names, .IE manages the .ie infrastructure and provides a trusted pathway to the internet for Irish communities, people, businesses and international businesses that trades with Ireland
- There are currently over 324,000 .ie registered domains

My role at .IE

- Utilised the content management system (WordPress)
- Managed Social Media platforms: Twitter and LinkedIn
- Created various marketing materials for .IE Digital Town Awards and other campaigns
- Undertook marketing research for performance reports and handled ad-hoc tasks

Learning

- Attended various events and webinar
- Online courses via LinkedIn learning:
 1. SEO Foundations
 2. WordPress 5 Essential training
 3. Social media marketing with Facebook and Twitter
 4. Google Analytics Essential training
 5. Building relationships while working from home



Skills I have developed

- Time Management
- Versatility
- Attention to detail
- Organisation skills
- Communication skills
- Team working
- Problem solving



Marketing team

The team consists of Corporate Communications Officer, Marketing Specialist, 2 Business Development Officer and Marketing Intern

Next steps

- Achieve first class in final year
- Continue taking online classes to gain new knowledge
- Work in a tech company after graduating



Achievements

My biggest achievements whilst working at .IE was becoming a team player and able to contribute to the company with my hard work throughout the whole year. To summarise, this is one of the best decisions I have ever made !



Team activities and events

Although I never had a chance to meet any of my colleagues at .IE but the overall experience was extremely valuable, enjoyable, and rewarding. Hoepfully, I could meet everyone and get to know them better in late August before my internship ends.



.IE's virtual bingo

B I N G O					
14	30	41	53	74	
4	28	35	57	68	
10	23	FREE SPACE	46	75	
8	16	43	48	70	
12	27	39	56	66	

.ie DIGITAL TOWN AWARDS