

**SWEET AS WAFFLES  
MARKETING INTERN**



**MKTG 480 PRACTICUM  
SPRING 2025  
BY: MAX DUENHOEFTER**



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## ABOUT THE ORGANIZATION



Sweet As Waffles is a quirky waffle shop that serves out-of-this-world sweet and savory waffles, vibrant drinks, and unique merchandise. Beyond the product, Sweet As' creative marketing strategies form the foundation of their business model, aiming to grow their already cult-like following through creative and captivating decision making. The company is at an inflection point of growth, attempting to become a nationally known brand within the next few years. Their marketing efforts are described as "locally focused, nationally impactful," with franchising considerations influencing every marketing decision.



### INTERNSHIP SUPERVISOR

Nate Brown - Marketing/Branding Lead  
and Owner of Sweet As Waffles.



# THE POSITION

The marketing internship role will have a diverse focus among the following categories: Event marketing, digital marketing, brand development, guerilla marketing, influencer marketing, and what we like to call "untraditional marketing". Sweet As Waffles is at an inflection point of growth, attempting to become a nationally known brand within the next few years. Our marketing efforts we like to say are 'locally focused, nationally impactful. This role and the marketing objectives will have that exact focus with franchising in mind with every marketing decision made.



# LEARNING OBJECTIVES

- Collaborate on diverse marketing campaigns that blend digital, grassroots, sponsorships, branding opportunities, and event strategies.
- Brainstorm and implement creative ideas that highlight our funky brand and unique waffle offerings.
- Assist in managing social media platforms, creating engaging content, and tracking performance.
- Help plan and execute local events and promotions that connect with our community.
- Conduct market research to identify trends and opportunities for Sweet As Waffles.
- Support the team in various marketing initiatives while having tons of fun.
- Be taught and instructed to take photos/videos to implement our marketing positioning.
- Assist in implementing merchandising and branding opportunities.
- Develop hands-on experience in multi-channel digital marketing campaigns
- Learn creative content creation for social media platforms, particularly Instagram
- Gain experience in event marketing and community engagement strategies
- Understand the practical application of guerrilla and unconventional marketing tactics
- Learn SEO optimization and website management techniques



# SKILLS ACQUIRED

## 1. DIGITAL MARKETING & CONTENT CREATION:

- Social media content planning and strategy development
- Video production and editing using Canva and CapCut
- Instagram Reels creation, editing, and optimization
- Professional photography for food and beverage marketing
- Graphic design and visual content creation
- Email marketing campaign development through Squarespace
- SEO optimization for Google and DoorDash platforms
- Website development and management using Squarespace

## 2. BRAND DEVELOPMENT & CREATIVE STRATEGY:

- Campaign conceptualization and execution
- Brand-consistent visual identity creation
- Guerrilla marketing strategy development and implementation
- Event marketing planning and execution
- Merchandise design and production coordination
- Cross-brand collaboration and partnership outreach



# SKILLS ACQUIRED

## 3. PROJECT MANAGEMENT & OPERATIONS:

- Multi-platform campaign coordination
- Vendor relationship management (screen printers, embroiderers, tailors)
- Inventory management and merchandising
- Event logistics planning and execution
- Budget-conscious decision making for merchandise production

## 4. MARKETING RESEARCH & ANALYSIS:

- Competitor research and trend analysis
- Influencer identification and outreach strategy
- Keyword research for SEO optimization
- Market research for promotional opportunities

## 5. MARKETING RESEARCH & ANALYSIS:

- Professional email drafting and correspondence
- Team collaboration and creative brainstorming
- Client/supervisor communication
- and feedback incorporation
- Community engagement and public relations



# LETTERS OF EVALUATION

## APRIL EVALUATION (MIDTERM)

### Sweet As Waffles Intern Review: Max Duenhoelter

Max's eagerness and commitment to being an integral part of Sweet As Waffles' marketing success has been nothing short of impressive. From the beginning of his internship, he has shown a proactive attitude and a strong willingness to learn. In a business like ours—where we are constantly evolving and (ideally) improving—this flexibility is essential. Max has embraced the ever-changing nature of our work with enthusiasm, consistently adapting his mindset to meet the task at hand. AKA, his bosses have ADD and he has been extremely flexible to it. Throughout our brainstorming sessions and campaign planning, Max has demonstrated the ability to not only absorb ideas but also to take ownership of them. Every strategy we've discussed, he has executed with dedication and attention to detail. Whether it's digital marketing, community outreach, or in-store promotions, Max approaches each project with initiative and creativity. In recent weeks, I've noticed clear growth in his ability to align with our brand vision. His design work has become more refined, his ideas more thoughtful, and his overall professionalism has improved. Max has shown a deeper understanding of our brand values and has translated that understanding into high-quality marketing materials that reflect the voice and personality of Sweet As Waffles. During the internship so far, Max has contributed to a wide range of projects. Together, we have launched successful email campaigns, worked on social media goals, designed merchandise, celebrated our four-year anniversary, and organized community events such as the Earth Day beach cleanup in partnership with Kite Paddle Surf and a slackline event at WWU. Max also helped lead the charge on our "Golden Dino Easter Egg Hunt," SEO improvements, and the rollout of a new menu—all while keeping a positive and collaborative attitude. As we enter the second half of the quarter, I'm excited to see how Max continues to grow. His work so far has been impactful, and I'm confident he will play a key role in helping us achieve our marketing goals. -Nate Brown



# LETTERS OF EVALUATION

## JUNE EVALUATION (FINAL)

At the start of the internship, we threw a ton of marketing goals on the table some easy, some super ambitious. We had everything from quick reels and merch ideas to big events, SEO projects, sponsorships, and even a shot at breaking a world record. While we didn't hit every single goal, we went above and beyond on a lot of them. Max has grown a ton over the past few months.

His understanding of our brand has seriously leveled up, and that growth showed right through to the final hours of the internship. He's been all-in, and it really made a difference. Some highlights: he helped get the word out about our Ski to Sea involvement- taking over the entire day while I was out of town,

brought energy to Pickle Week through creative and on the fly marketing ideas, helped create traction with a potential Pit Viper sponsorship, created multiple merchandise products including hats and shirts, and played a big role in pulling together events around our 4/20 birthday. We've accomplished a lot, but still have plenty of fun (and slightly chaotic) ideas we want to chase. What really stood out throughout the internship was Max's work ethic and how much he genuinely cared about the brand. He consistently showed up with creative ideas that aligned with our voice and vibe, and he always followed through. Whether it was brainstorming something wild or staying late to wrap up a project, his dedication never wavered. He's been a huge part of our marketing momentum, and it's been awesome having someone so committed and creative on board. With that in mind, we wanted to ask if you'd be open to Max extending his internship into the fall quarter for credit. We'd love to keep the momentum going.



# PROJECTS

## SWEET AS WAFFLES 4<sup>TH</sup> ANNIVERSARY BDAY EVENT

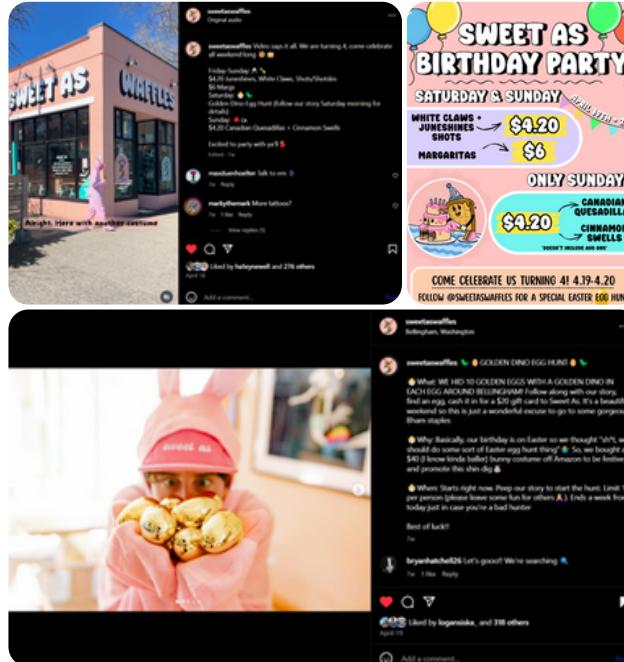
- DESIGNED PROMOTIONAL FLYERS AND MARKETING MATERIALS
- COORDINATED GOLDEN DINOSAUR EGG HUNT THROUGHOUT BELLINGHAM
- CREATED MULTI-CHANNEL PROMOTIONAL STRATEGY
- EXECUTED STREET-LEVEL MARKETING AND COMMUNITY ENGAGEMENT

I helped execute and plan Sweet As Waffles' 4th anniversary celebration, which turned into a city-wide marketing event. I designed a promotional flyer and personally distributed them at dispensaries, downtown businesses, and other high-traffic spots around Bellingham. The main attraction was a Golden Dinosaur egg hunt that I organized from start to finish - I spray-painted dinosaurs gold, hid them throughout the city, and created Instagram stories to build excitement. I also shot promotional videos, set up balloon decorations at the shop, and spent time at the local flea market dressed as a waffle mascot, handing out coupons. This project taught me how to coordinate multiple marketing channels while staying hands-on with community engagement.



# PROJECTS

## SWEET AS WAFFLES 4<sup>TH</sup> ANNIVERSARY BDAY EVENT



# PROJECTS

## MERCHANDISE DEVELOPMENT AND PRODUCTION

- HAT DESIGN AND PRODUCTION COORDINATION
- COST ANALYSIS: \$16 PRODUCTION, \$28 RETAIL
- T-SHIRT DESIGN, PRINTING, AND INVENTORY MANAGEMENT
- CUSTOM PATCH DESIGN AND APPLICATION WITH LOCAL TAILOR

I created new merchandise lines for Sweet As Waffles, focusing mainly on hats and t-shirts. For the hat line, I researched suppliers, designed custom dinosaur patches in Canva with different background options, and worked with local tailors and embroiderers. I calculated all the costs (hats cost \$16 to make and sold for \$28) and handled everything from ordering materials to tagging finished products for retail display. With the t-shirts, I coordinated with screen printers, checked samples for quality control, and managed inventory for over 100 shirts. I learned how to balance creative design with practical business considerations like cost analysis and inventory management.



# PROJECTS

## MERCHANDISE DEVELOPMENT AND PRODUCTION



# PROJECTS

## PICKLE WEEK CAMPAIGN

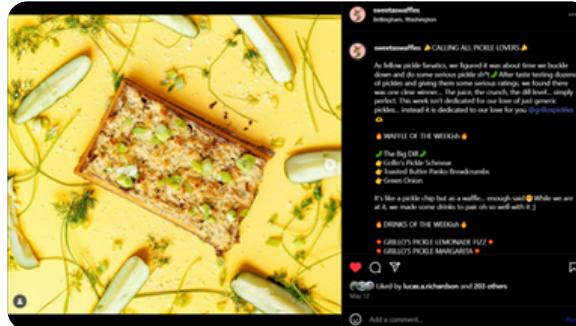
- DEVELOPED COMPREHENSIVE WEEK-LONG PROMOTIONAL CAMPAIGN
- CREATED BRANDED CONTENT TARGETING GRILLO'S PICKLES FOR POTENTIAL COLLABORATION
- PRODUCED 7 DAYS OF COORDINATED INSTAGRAM CONTENT
- DESIGNED PROMOTIONAL MATERIALS AND IN-STORE DISPLAYS

I created a week-long marketing campaign centered around pickles, with the goal of getting Grillo's Pickles to notice and potentially collaborate with us. The campaign required me to plan seven days of Instagram content, shoot professional photos of all the new menu items, and create custom graphics and promotional materials. I even made a flower bouquet as part of our outreach to Grillo's, which showed me how creative approaches can make brand partnership requests stand out. This project helped me understand how to create cohesive campaigns that serve both marketing and business development goals.



# PROJECTS

## PICKLE WEEK CAMPAIGN



# PROJECTS

PICKLE WEEK CAMPAIGN



# PROJECTS

## SKI TO SEA EVENT MARKETING

- PLANNED AND EXECUTED MULTI-LOCATION EVENT MARKETING STRATEGY
- COORDINATED TEAM LOGISTICS AND PROMOTIONAL MATERIALS DISTRIBUTION
- MANAGED KEI TRUCK MOBILE MARKETING ACTIVATION
- CREATED POST-EVENT CONTENT AND SOCIAL MEDIA COVERAGE

I planned and executed Sweet As Waffles' participation in the Ski to Sea event, which involved mobile marketing across multiple locations. I created the marketing strategy, coordinated with the team, and organized all the promotional materials, including participant packets with waffle costumes. On the event day, I drove the KEI truck to the checkpoint in Everson, Lynden, and Marine Park, handed out coupons while in costume, and placed yard signs at all the event exits. I also made sure we captured content for social media throughout the day. This project taught me how to manage complex event logistics while maintaining a consistent brand presence across different locations and audiences.



# PROJECTS

## SKI TO SEA EVENT MARKETING



# PROJECTS

## SEO OPTIMIZATION

- CONDUCTED COMPREHENSIVE KEYWORD RESEARCH
- OPTIMIZED GOOGLE AND DOORDASH MENU DESCRIPTIONS
- ENHANCED WEBSITE FAQ PAGE DEVELOPMENT
- IMPROVED ONLINE VISIBILITY AND SEARCH RANKINGS

I worked on improving Sweet As Waffles' online presence by optimizing their website and menu listings on platforms like Google and DoorDash. This involved researching keywords, writing better product descriptions, and adding professional photos to online menus. I also built an FAQ page using SquareSpace. Although I was using the website creator tool, I still had to use HTML and CSS to create the FAQ webpage. While I had to learn some new technical skills, the focus was really on making sure customers could find us easily online and had all the information they needed. This project showed me how important it is to maintain consistency across all digital platforms.



# PROJECTS

## SEO OPTIMIZATION

The screenshot shows a website layout for a food truck business. At the top, there's a navigation bar with links: HOME, NEWS, ORDER ONLINE, MENU, SWEET WEDNESDAY SPECIALS, FAQ, OUR STORY, and FRANCHISE. A small cartoon character is positioned above the main content area. The main image is a colorful illustration of a pink food truck parked in front of a mountain range. Below the image, the text 'FREQUENTLY ASKED QUESTIONS' is visible. The page is divided into several sections with purple headers and white text:

- 1. WHAT ARE YOUR HOURS?
- 2. WHAT TYPE OF PAYMENTS DO YOU TAKE?  
We're a cashless bus, so bring your card, your phone, your watch...whatever you tap.
  - Credit/Debit
  - Contactless
  - Apple Pay
  - Cash/None
- 3. DO YOU HAVE GLUTEN-FREE & VEGAN OPTIONS?
- 4. DO YOU HAVE LUNCH AND DINNER OPTIONS?
- 5. WHAT KIND OF DRINKS DO YOU HAVE?
- 6. IS THE ONLY FOOD YOU SERVE WAFFLES?
- 7. IS THE DINOSAUR THAT COMES ON THE WAFFLE EDIBLE?
- 8. WHAT DOES SWEET AS MEAN?
- 9. WHAT IS YOUR MASCOT?
- 10. IS YOUR BUSINESS LOCALLY OWNED AND OPERATED?

At the bottom, there's a note: 'IF YOU HAVE ANY OTHER QUESTIONS, CONTACT US AT [CONTACT@SWEETASWAFFLES.COM](mailto:CONTACT@SWEETASWAFFLES.COM)'.

On the right side of the screenshot, there's a dark overlay showing a mobile menu for 'Sweet As Waffles'. The menu has sections for 'Sweet', 'Savory', 'Brew-Skis', and 'More'. The 'Sweet' section includes:

- Home Base: \$9.00  
BUILD YOUR OWN WAFFLE. Your choice of one sauce, one topping, served with whipped cream. "Sweet As for breakfast and dessert."  
 Vegan
- Cinnamon Swell: \$10.00  
Dollops of whipped cream, a dusting of cinnamon-sugar, side of 100% maple syrup. "Sweet As for breakfast and dessert."  
 Vegan
- Tea Bag: \$10.00  
earl grey infused whipped cream, a dusting of lavender powder, honey drizzle. "Sweet As for Breakfast and Dessert."  
 Vegetarian
- Happy Camper: \$10.00  
Toasted marshmallows, graham cracker crumble, switchbacks of



# PROJECTS

## COMMUNITY ENGAGEMENT

- BEACH CLEANUP EVENT ORGANIZATION AND EXECUTION
- WWU SLACKLINE ACTIVATION EVENT
- FARMERS MARKET PROMOTIONAL ACTIVITIES
- STRATEGIC GUERRILLA MARKETING DOG BOWL PLACEMENTS

I organized several community-focused marketing initiatives that helped build Sweet As Waffles' local presence. The biggest was a beach cleanup event at Locust Beach, which I planned and hosted to show our commitment to the community in collaboration with a local surf shop "Kite, Paddle, Surf". I also implemented guerrilla marketing tactics like strategically placing branded dog bowls in high-traffic areas like Cornwall Park, making sure to document each location for tracking. Additionally, I set up a slackline event at WWU where I engaged with students for two hours, giving out free waffle coupons and discount codes. These projects taught me how authentic community involvement can be more effective than traditional advertising, and how to create genuine connections between a brand and its local audience.



# PROJECTS

## COMMUNITY ENGAGEMENT



# PROJECTS

## CONTENT CREATION FOR REELS/TIKTOK

- PRODUCED 15+ INSTAGRAM REELS/POSTS  
WITH PROFESSIONAL EDITING
- MANAGED TV DISPLAY CONTENT UPDATES AND OPTIMIZATION

I developed a comprehensive content library for Sweet As Waffles by producing over 15 Instagram Reels using Canva and Cap Cut for editing. These reels covered everything from behind-the-scenes waffle making to promotional content for special events and menu items. I learned how to shoot engaging video content, edit with proper timing and music, create eye-catching thumbnails, and write compelling captions that matched the brand's quirky personality. I also managed the content that plays on the TV displays inside the restaurant, going through their Google Drive to replace outdated materials with fresh, current content. This project taught me how to maintain a consistent brand voice across multiple platforms while creating content that engages customers and drives business results.



# PROJECTS

## CONTENT CREATION FOR REELS/TIKTOK

LINKS TO INSTAGRAM POST/REEL EXAMPLES:

<https://www.instagram.com/p/DKuguncpJme/>

<https://www.instagram.com/p/DKfCqkIRTEJ/>

<https://www.instagram.com/p/DKmsC8HxgPb/>

[https://www.instagram.com/p/DKkJlsJr-z/?img\\_index=1](https://www.instagram.com/p/DKkJlsJr-z/?img_index=1)

[https://www.instagram.com/p/DKSXkCcJbE8/?img\\_index=1](https://www.instagram.com/p/DKSXkCcJbE8/?img_index=1)

<https://www.instagram.com/p/DJPQKyMpUTj/>

<https://www.instagram.com/p/DIZliKaJ-P6/>

<https://www.instagram.com/p/DI6mLNQpYXT/>

