

SWEET AS WAFFLES MARKETING INTERN



**MKTG 490 PRACTICUM
FALL 2025
BY: MAX DUENHOELTER**



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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. COMMUNITY OUTREACH

- Ran tabling events in collaboration with Cheba Hut and attracted new audiences to shop
- Getting active in the WWU community and raising awareness of our shop, through events like First Night Out, flyer distribution, and yard signs
- Collaborating with WWU Hockey to run promotions during their hockey games, like our halftime mini game giveaway and the waffle man discount.
- Conducted guerrilla marketing and strategically placed yard signs and flyers on car dashes around town to boost brand awareness

2. BRAND MANAGEMENT

- Made branded content like videos and web updates in brand voice and brand components (colors, fonts, messaging)
- Gained experience utilizing Canva Brand Kit to stay "on brand."
- Assisted in merchandise development and production with local tailors. We kept inventory and filled in gaps for hats and beanies to prepare for the upcoming winter season.



SKILLS ACQUIRED

3. VIDEO EDITING & SOCIAL MEDIA CONTENT CREATION:

- Gained further experience editing videos, skits, and promotional content in Canva for Instagram/TikTok videos.
- Made snappy content that aimed to capture the viewers' attention with quick shots and funny intros
- Assisted in creating a content strategy to capture awareness and consideration stages of the buyers journey
- Edited over 15 reels and skits to promote brand awareness on social media

4. SEO & CMS EDITING:

- Gained further experience editing videos, skits, and promotional content in Canva for Instagram/TikTok videos.
- Made snappy content that aimed to capture the viewers' attention with quick shots and funny intros
- Assisted in creating a content strategy to capture awareness and consideration stages of the buyers journey
- Edited over 15 reels and skits to promote brand awareness on social media



LETTERS OF EVALUATION

OCTOBER EVALUATION (MIDTERM)

Sweet As Waffles Intern Review: Max Duenhoelter

During the spring internship, I gave Max a wide range of goals and tasks to help diversify his marketing skills. Some areas he excelled in, while others were more challenging. His strongest skill set was clearly in SEO and digital marketing; his work significantly improved Sweet As Waffles' online visibility. This quarter, we have fewer new tasks, but we're focused on strengthening the areas where he needed more development. From the start of the quarter to now, I've seen substantial growth in his social media marketing abilities as well as his capacity to build partnerships with local businesses and nonprofits. Some of the relationships he's helped foster include WWU, Mt. Baker Ski Area, WWU Hockey, and Cheba Hut. Through these collaborations, we've collectively executed more than 10 events. Additional accomplishments this quarter include securing the cover of the "Student Survival Guide", serving as the sole food sponsor at the Mt. Baker Film Fest (with the most popular booth), distributing over 4,000 coupons, producing a new quarter-time show for WWU Hockey games, launching several successful merchandise products, added two more people to help in marketing efforts (one of which Max helps manage directly, particularly for events and reels), and increasing revenue by 25% compared to last October—largely due to our focused marketing efforts. I'm excited to see how the rest of the quarter unfolds and what we'll be able to accomplish next.



LETTERS OF EVALUATION

DECEMBER EVALUATION (FINAL)

Sweet As Waffles Intern Review: Max Duenhoelter

Over the course of his internship, Max has played a big role in helping move our marketing forward at Sweet As Waffles. He jumped into a wide mix of projects and handled everything from digital marketing and SEO to events, partnerships, merch, and social content. He was always willing to take things on, even when the ideas were ambitious or still a little chaotic. One of Max's strongest areas was digital marketing and SEO, where his work helped increase our visibility and reach. Over time, I also saw real growth in his social media and partnership work. He got better at thinking through ideas from start to finish and figuring out how to actually execute them, not just talk about them. A lot of our community and campus connections, events, and promotions wouldn't have happened without his help and follow-through. What really stood out to me was Max's work ethic and how much he genuinely cared about the brand. He consistently showed up with creative ideas that fit our voice and vibe, and he didn't shy away from putting in extra time when something needed to get done. Whether it was helping run events, coordinating logistics, launching merch, or managing day-of marketing, he was reliable and adaptable. Max also stepped into more responsibility as the internship went on, helping support and organize additional marketing help and keeping things moving when I couldn't be directly involved. He earned trust quickly and proved he could handle things independently. Overall, Max grew a lot during his time here. He leaves this internship with real, hands-on marketing experience and a much stronger sense of how ideas turn into results. He's creative, hardworking, and takes initiative, and I'd be confident recommending him for future roles where those qualities matter.



PROJECTS

WWU MOVE-IN WEEK & INFO FAIR

- DEPLOYED YARD SIGNS ACROSS CAMPUS TO CAPTURE MOVE-IN TRAFFIC
- DISTRIBUTED 300+ FLYERS DIRECTLY TO VISITING PARENTS' CARS
- MANAGED VENDOR BOOTH AT WWU INFO FAIR WITH CHEBA HUT
- EXECUTED GAMIFICATION STRATEGY USING PRIZE WHEEL AND COUPONS

I executed a high-intensity "Move-In Week" campaign designed to capture the attention of new students and visiting parents. This began with a grassroots effort to place yard signs around the WWU campus and distribute hundreds of flyers directly to cars during move-in days. I then managed our presence at the WWU Info Fair, where I connected with students, promoted our waffle shop, and used a prize wheel to distribute hundreds of coupons, flyers, merchandise, and stickers. This project allowed us to tap into a fresh wave of students immediately upon their arrival to campus.



PROJECTS

WWU FIRST NIGHT OUT TABLING EVENT

- REPRESENTED SWEET AS WAFFLES AT BACK-TO-SCHOOL TABLING EVENT
- PROMOTED "WESTERN WEDNESDAY" DEALS TO NEW STUDENT BASE
- DISTRIBUTED FLYER COUPONS TO DRIVE IMMEDIATE FOOT TRAFFIC
- ACHIEVED BUSIEST NIGHT OF THE EVER FOR THE WAFFLE SHOP!

Following the Info Fair, I led our marketing activation at the "WWU First Night Out" event. My focus was on promoting our specific "Western Wednesday" deals and handing out flyer coupons and stickers to incentivize an immediate visit. The strategy was highly effective in connecting with the student body; immediately following our tabling event, Sweet As Waffles experienced its busiest night ever! I ran this event with Cheba Hut, and it was an awesome collaboration to connect with WWU students.

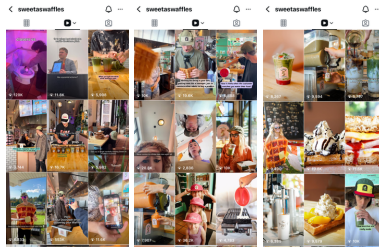


PROJECTS

SOCIAL MEDIA REELS

- FILMED AND EDITED REELS USING CAPCUT AND CANVA BRAND KITS
- CREATED "SNAPPY" EDITING STYLE FOR SHORT ATTENTION SPANS
- DEVELOPED LONG-FORM CONTENT STRATEGY TO SHOWCASE SHOP VIBES
- MANAGED "TV DRIVE" TO UPDATE IN-STORE DIGITAL DISPLAYS

I assisted and participated in social media content creation, filming and editing reels that utilized trending audio and "POV" formats to capture different audiences. I focused on quick, snappy editing techniques, such as keeping videos under 11 seconds, to engage viewers with shorter attention spans. Later in the internship, I helped shift our strategy toward long-form content to capture the buyer's journey and updated the "TV Drive" to ensure our in-store digital displays featured our most current content.

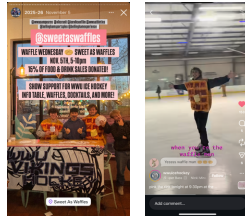


PROJECTS

WWU HOCKEY SPONSORSHIP

- NEGOTIATED SPONSORSHIP TERMS WITH TEAM REPRESENTATIVES
- PLANNED MARKETING PROMOTIONS FOR UPCOMING GAMES
- COORDINATED WAFFLE WEDNESDAY FUNDRAISER EVENT (NOV 5TH)
- HELPED IMPLEMENT WAFFLE MAN PROMOTION FOR AUDIENCE TO PARTICIPATE IN AT HOCKEY GAMES

I acted as the liaison between the shop and the WWU Hockey Team to build a strategic partnership. I met with team representatives to plan marketing promotions that we will run during their games and coordinated a specific fundraiser to be hosted at the shop on November 5th. This project involved constant coordination to nail down logistics. One of my favorite promotions we had was the "Waffle Man", where the team would pick a player and if they scored a hat trick, everyone in the audience got 50% at the shop all weekend!



PROJECTS

“PFD MENU” SEO IMPLEMENTATION

- CONDUCTED AUDIT ON GOOGLE AI AND CHATGPT CRAWLABILITY
- IDENTIFIED KEYWORD VISIBILITY ISSUES WITH IMAGE-BASED MENUS
- DEVELOPED TEXT-BASED MENU WEBPAGE FOR SEARCH CRAWLERS
- OPTIMIZED WEBSITE FOOTER WHILE MAINTAINING VISUAL AESTHETICS

After researching how our information appeared on Google AI and ChatGPT, I discovered that search crawlers could not read our image-based menu. To fix this SEO gap, I created a new text-based webpage and placed it in the website footer. This solution allowed us to keep the original aesthetic image menu for human visitors while ensuring that search engine crawlers could effectively read our menu items and keywords.

SAVORY

CANADIAN QUESADILLA Regular \$20, Plando \$24
pasta cream cheese, three cheses melted, maple candied bacon, sausage, sandwiched between a waffle

EGG ZEPPELIN Regular \$20, Plando \$24
sausage or maple candied bacon, scrambled egg patty, goods, tooth, paper-chest nut, sandwiched between a waffle
(make vegan -2)

CALEGORNIA Regular \$20, Plando \$24
scrambled egg patty, goods, tooth, avocado, tomato, red onion, sausage, garlic nut, sandwiched between a waffle
(make vegan -2)

SWEET HEAT Regular \$20, Plando \$26
egg patty, goods, tooth, Sweet Ai Sea hot honey, maple candied bacon, (Fragy Fried onion, jalapeno, sausage, sandwiched between a waffle

SAVORY
ADD PFD HERE EVERY 6 SET BACK -12

CANADIAN QUESADILLA
pasta cream cheese, three cheses melted, maple candied bacon, sausage, sandwiched between a waffle
REGULAR 19 MONROE 19

EGG ZEPPELIN
sausage or maple candied bacon, egg patty, goods, tooth, paper-chest nut, sandwiched between a waffle
REGULAR 19 MONROE 19

CALEGORNIA
egg patty, goods, tooth, avocado, tomato, red onion, sausage, garlic nut
REGULAR 19 MONROE 19

SWEET HEAT
egg patty, goods, tooth, Sweet Ai Sea hot honey, maple candied bacon, (Fragy Fried onion, jalapeno, sausage, sandwiched between a waffle
REGULAR 19 MONROE 19

MONTE CRISTO

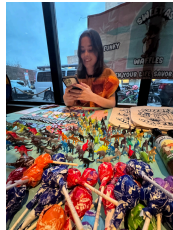


PROJECTS

MT BAKER FILM FESTIVAL TABLING EVENT

- MANAGED VENDOR TABLE FOR DUAL SHOWINGS AT FILM FESTIVAL
- TARGETED LOCAL OUTDOOR COMMUNITY FOR BRAND AWARENESS
- CREATED LOGISTICS CHECKLISTS FOR OFF-SITE EVENT ACTIVATION
- EXECUTED PRIZE WHEEL GIVEAWAYS FOR MERCH AND COUPONS
- EVENT PLANNING AND EXECUTION

I planned and executed our vendor presence at the Mount Baker Ski Area Film Festival, identifying it as a key opportunity to market to the local outdoor community. I created a detailed checklist of supplies and merchandise to ensure the event ran smoothly. On the day of the event, I managed the table across two shows, using a prize wheel and coupon giveaways to capture the audience and create an incentive for them to visit the shop. We found a lot of attendees were aware of our shop but have never been, so we gave them a reason to come by and have a waffle!



PROJECTS

SEO MEAL RECOMMENDATION WEBPAGE

- CREATED AND EDITED WEBSITE IN SQUARESPACE CMS
- DEVELOPED "MEAL RECOMMENDATIONS" WEBPAGE TARGETING SPECIFIC MEAL TYPES
- IMPLEMENTED KEYWORD-RICH DESCRIPTIONS AND ALT IMAGE TEXT
- STREAMLINED NAVIGATION MENU TO IMPROVE USER EXPERIENCE (UX)
- OPTIMIZED META DATA AND TAGS FOR AI SEARCH INDEXING
- RESOLVED MOBILE RESPONSIVENESS AND HOME PAGE ALIGNMENT ISSUES

I executed a comprehensive SEO and web design project to improve the discoverability and usability of the Sweet As Waffles website. I built a new "Meal Recommendations" webpage that categorizes menu items into breakfast, lunch, and dinner, utilizing keyword-loaded descriptions and specific alt-image text to ensure the content is picked up by AI search tools. I also improved the site's user experience by consolidating the navigation menu from eight items to five and resolving technical "screen size" issues to ensure the home page displays correctly across mobile and desktop devices. Finally, I added meta tags to key pages (Including the PDF menu and FAQs) to prioritize them for Google indexing.



PROJECTS

SEO MEAL RECOMMENDATION WEBPAGE

<https://www.sweetaswaffles.com/mealrecommendations>

MEAL RECOMMENDATIONS
NEED HELP DECIDING ON A WAFFLE? CHECK OUT OUR GUIDE BASED ON MEAL TYPE!

BREAKFAST

EGG ZEPPELIN
The perfect breakfast for those who love a hearty meal with a touch of sweetness. It's a filling, comforting option that's easy to make and even easier to eat. It's a great choice for those who want a quick and easy breakfast that's also delicious.

MORNING GLORY
This healthy breakfast option is perfect for those who want a nutritious meal that's also delicious. It's a great choice for those who want a quick and easy breakfast that's also healthy.

CARAMEL SWELL
The perfect breakfast for those who love a sweet and indulgent meal. It's a great choice for those who want a quick and easy breakfast that's also delicious.

PURPLE HAZE
The perfect breakfast for those who love a healthy and nutritious meal. It's a great choice for those who want a quick and easy breakfast that's also healthy.

LUNCH

SWEET MEAT
The perfect lunch for those who love a hearty meal with a touch of sweetness. It's a filling, comforting option that's easy to make and even easier to eat. It's a great choice for those who want a quick and easy lunch that's also delicious.

MOUNT CRESTO
A meal of sweet potatoes, onions, mushrooms, and chicken, all of which are great for you. It's a great choice for those who want a quick and easy lunch that's also healthy.

BERRY BITS
The perfect lunch for those who love a healthy and nutritious meal. It's a great choice for those who want a quick and easy lunch that's also healthy.

🍓 (PEACH PNOX)
The perfect lunch for those who love a healthy and nutritious meal. It's a great choice for those who want a quick and easy lunch that's also healthy.

DINNER

CANADIAN QUESADILLA
The perfect dinner for those who love a hearty meal with a touch of sweetness. It's a filling, comforting option that's easy to make and even easier to eat. It's a great choice for those who want a quick and easy dinner that's also delicious.

CALIFORNIA
The California dinner is a delicious and healthy meal that's also easy to make. It's a great choice for those who want a quick and easy dinner that's also healthy.

MAIN SQUEEZE
The perfect dinner for those who love a healthy and nutritious meal. It's a great choice for those who want a quick and easy dinner that's also healthy.

TIRAMISOURDUS BEX
The perfect dinner for those who love a healthy and nutritious meal. It's a great choice for those who want a quick and easy dinner that's also healthy.

NEED MORE INFO ABOUT THE WAFFLE SHOP?
Take a peek at our FAQs for fun facts, vegan info, and more!

WANT ADVICE BASED ON MEAL TYPE?
Waffles aren't just for breakfast; check out our lunch and dinner guide!

[FAQS](#)

[RECOMMENDATIONS](#)

