



Client Services Marketing Intern Year-in-Review

HANLYN O'NEIL | APRIL 2026



Clients

BRAXOS

CAMBRIDGE
— TRUST —
PRIVATE BANKING WEALTH MANAGEMENT


CyberRisk
ALLIANCE

 **Element Care**

 **LaunchTech**

KingFish
+ Partners

martin
INTERNATIONAL ENCLOSURES

MYIDMATTERS

OCEANAIR

SALEM
WATERFRONT
HOTEL — SUITES

Sensys
Gatso
Group

 **SPLASH**
BEVERAGE GROUP

KingFish
+ Partners

Industries

7 Industries Spanned, 10 Clients Served

Food & Beverage

- Splash Beverage Group

Hospitality

- Salem Waterfront Hotel & Suites

Cybersecurity & Technology

- braXos Security Software
- CyberRisk Alliance
- LaunchTech
- Martin Enclosures Inc.
- MyIDMatters

Transportation

- OCEANAIR Inc.

Healthcare

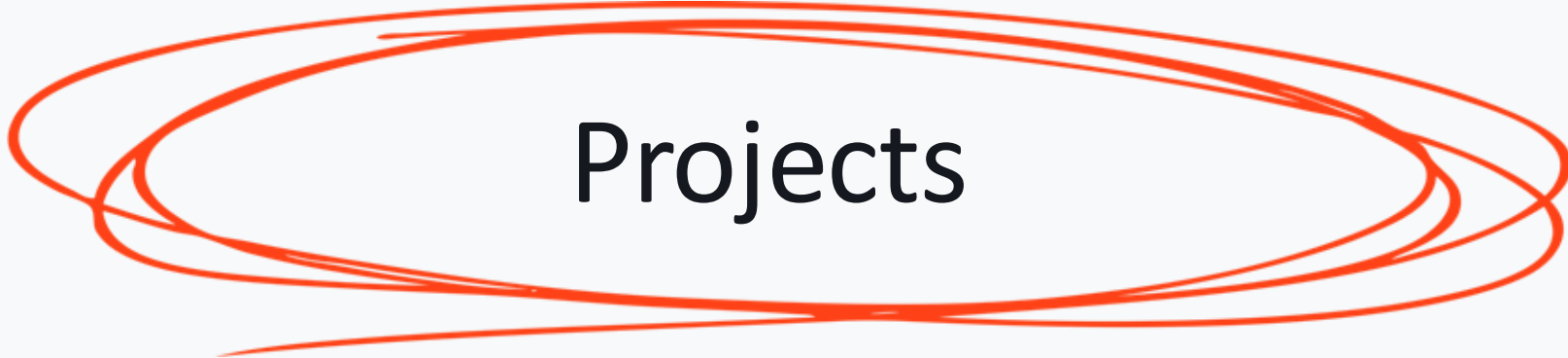
- Element Care

Finance

- Cambridge Trust



Projects



Recurring Activities

- Status reports
- Month-end reports
- Account management & client communication
- Weekly status calls & notetaking
- External partner communication



KingFish

Partners

Month-End Executive Summary Report

September 2025

Client: Sensys Gatto

Projects: 25-SGA-001, 25-SGA-002

Service Dates: September 1 – 30, 2025

Date: October 2, 2025

Key Deliverables for the Month

Deliverable	% Complete	Notes
Website design	90%	Second cut in production.
Brand video for socials	100%	Complete.
Product category banner photos	90%	With client for final review.





WEEKLY STATUS REPORT

AS OF: 11/4/2025

MARTIN ENCLOSURES BRAND

PROJECT	DESCRIPTION/NOTES	NEXT STEPS	STATUS
UPDATE BRAND ASSETS	Update and create new branded assets to closely align with approved website design	Updated brand style guide	COMPLETE

Second cut in production.

SITE DEVELOPMENT & ADDITIONAL SUPPORT

PROJECT	DESCRIPTION/NOTES	NEXT STEPS	STATUS
SITE DEVELOPMENT	- Test staging site, QA layout, UX, and search functionality - Go Live	- Complete desktop and mobile site QA - Client to populate staging site - Part number tables CSV import - Client to populate placeholder page content - All placeholder pages populated/hidden - Soft-launch website - Archive existing website - Transfer to new site host - Migrate site to live domain	11/4 IN PROGRESS TESTING 11/18 11/18 11/20 w/o 11/17 w/o 11/17 w/o 11/17
TRAINING & ONGOING SUPPORT	Provide client with support and training on backend CMS	- Training guides for: - Mega Nav menu - Product category banner photos - Order of products on product category pages - Order of "related products"	11/4

brand video for socials.

video.

for client use.

ter VO and footage, decide on soundtrack and b-roll for MA

ent review.

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KINGFISHPARTNERS.COM

Client Month-End Report

Client Status Report

Cambridge Trust

The Work...

4 Infographics, 4 Articles, 4 Social Media Posts, 1 eBook

How I Contributed...

- Article (and copy) QA
- Infographic (and copy) QA
- eBook QA
- Tracking of printing
- Social media post copy/captions



"Article #3" The Synergies of Private Banking and Wealth Management

LaunchTech

The Work... Messaging & Strategy Support

How I Contributed...

- Strong and weak messaging examples from LaunchTech's current website
- Competitive analysis between LaunchTech, 5WPR, prosek and Walker Sands; About Us / Leadership pages

Weak Messaging from LaunchTech.com

Strong Messaging from LaunchTech.com

		Room for Improvement:	
		Home Page	
Home Page	Strong Messaging:		
	"LaunchTech's team is specifically dedicated to distilling complex technical concepts into digestible and effective corporate messaging."	Clearly identifies a real challenge in the technology industry (communicating complex ideas) and positions LaunchTech as the translator between technical expertise and clear market communication.	"AR programs are tailored to meet your specific... ...ing key performance indicators exceed expectations."
	"Strategic communications programs designed to help technology companies grow."	Connects communications strategy with business growth, reinforcing the idea that PR contributes to broader business objectives.	"...ain visibility."
Services Page	"Helping technology companies tell their stories in ways that resonate with the audiences that matter most."	Clearly communicates the agency's role as a strategic storyteller that connects brands with the audiences that influence reputation and growth.	"...ients to achieve their goals."
	"Turning complex cybersecurity narratives into stories that journalists, analysts, and customers understand."	Highlights the agency's niche expertise in cybersecurity and clearly identifies the audiences that matter in the B2B technology ecosystem.	"...igned to support business growth."
		Biggest structural difference between LaunchTech and Competitors:	
		Competitors' About Us pages answer the question:	
		▪ Why should I trust these people with my company's narrative?	
		LaunchTech's About Us page answers:	
		▪ Who are these people and what are they like?	
		Both matter – but enterprise buyers prioritize the first.	

LaunchTech vs. Tier 2 Competitors About Us / Leadership page analysis

Martin Enclosures

The Work...

Branded Stationery, Website Redesign, Google Ads Reporting

How I Contributed...

- Business card QA
- Email signature troubleshooting
- Staging site QA
- Website fixes and updates
- Website 'go-live' (moving from staging site to published URL)
- CMS training
- Google analytics / ads monthly reporting

Email Signature

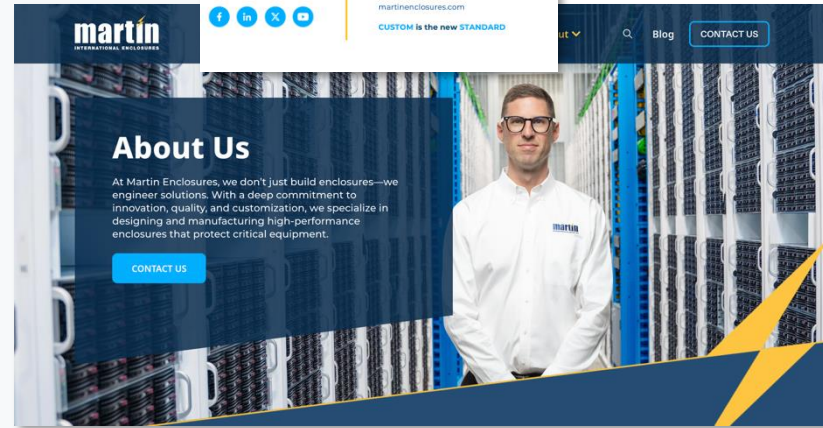


KingFish
Partners

Martin Enclosures WordPress/Elementor CMS Guide

QuickLook:

- Page 2: [How to Add/Remove a Product Page](#)
- Page 9: [How to Edit/Delete Products on Mega Nav Menu](#)
- Page 11: [How to Change/Delete Banner Photos \(in Elementor\)](#)
- Page 13: [How to edit banner photos for non-Elementor pages](#)
- Page 15: [How to Edit Home Inexpensive Products \(aka 'Page Loads'\)](#)
- Page 16: [Editing Featured Products \(on category pages\)](#)
- Page 21: [Downloads & Documents - New Window Pop](#)
- Page 23: [Editing Banner Footer images on Product Category pages](#)
- Page 25: [Changing the Order of Products on Category Pages](#)



MartinEnclosures.com

CMS Training

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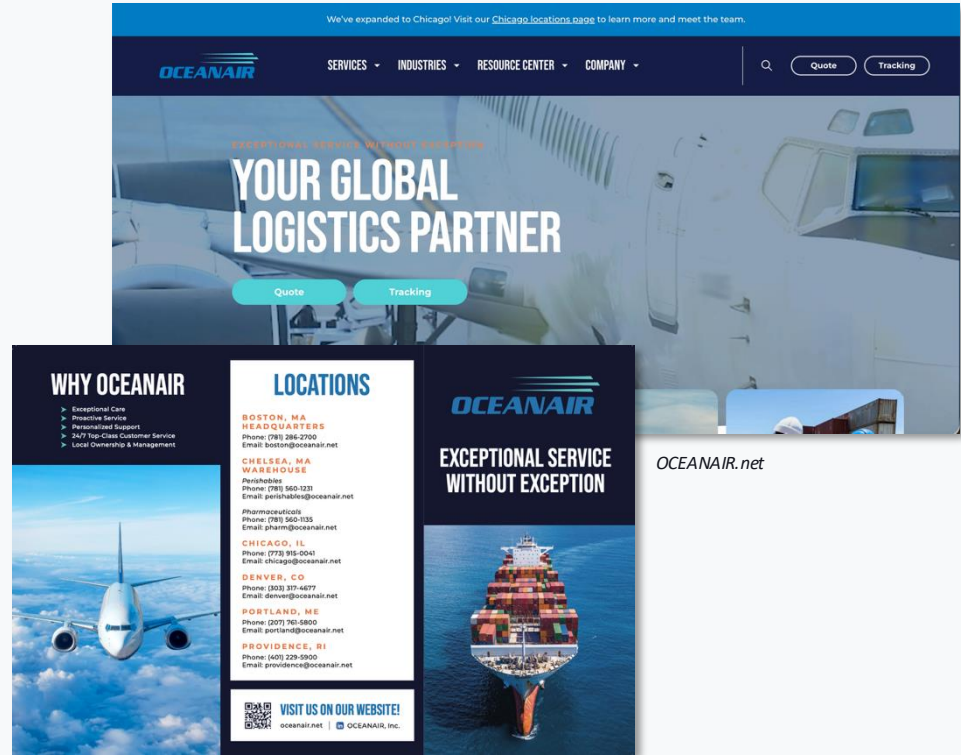
OCEANAIR

The Work...

Website Redesign & Tri-Fold Brochure

How I Contributed...

- Sitemap
- Wireframe QA
- Copy QA
- Chicago tri-fold brochure QA
- Website build
- Image alt text optimization



Chicago Tri-Fold Brochure

OCEANAIR.net

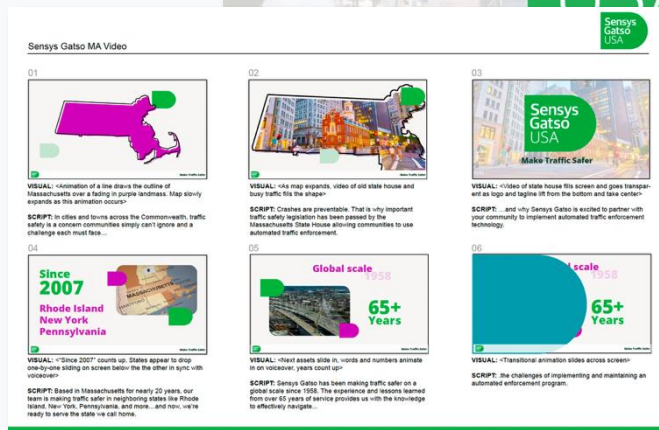
Sensys Gatso

The Work...

Brand Video, Brand Video Cutdown & MA Video

How I Contributed...

- Script QA
- Storyboard QA
- Video QA
- Voice actor selection / capture audio and QA



MA Video Storyboard

Brand Video Final Cut

Other Highlights

The Work...

Events, Certifications, Tools & Contributions Beyond Client Work

- Endicott senior internship expo, November 2025
- Endicott career fair and employer's panel, April 2026
- SEO HubSpot certification
- Client services intern template Trello board
- Marketing and design awards list, 2025-26 List
- Activity tracker
- Intern dictionary
- Professional communication & development
- Cross-departmental communication
- Interviewing future intern candidates



HubSpot SEO Certification

Skills Gained / Growth Areas

Technical & Professional Skills

- Client / external communication formatting
- Internal resource development
- Workflow organization
- Client services team support
- Process documentation
- KingFish / Wetware marketing activity

Soft Skills

- Professional confidence
- Cross-team collaboration
- Initiative & ownership
- Adaptability in agency environments
- Time management across priorities
- Public speaking at events/panels
- Problem-solving independently
- Attention to detail
- Translating complex info into usable resources

Platforms / Tools Used



Yoast SEO



Elementor



Acrobat



PowerPoint



SEMRush



HubSpot



Google Analytics



Google Ads



Slack



ClickUp



Figma



QuickBooks



Excel



StockPress



Word



WordPress



Trello



LinkedIn



Outlook



Vistaprint



Teams



Thank You



Independent. Full service. 25 years and running.

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