

Green Luxe Internship

Grace Kleinhenz

Background

I interned for Green Luxe this fall. It is located in Dublin, Ohio but my personal internship was remote. I did get to visit various locations to film content and have weekly in person meetings with Amy Wald, the founder. Green Luxe is on a mission to empower hospitality organizations worldwide by creating a culture of sustainable tourism. Green Luxe is a small business created by Amy Wald after her time working on cruise ships and seeing the amount of waste produced through the tourism and hospitality industry. She went back to college as an adult and graduated from the Ohio State University with a major in Environment, Economy, Development, and Sustainability. I was able to get this internship because of our shared majors at OSU. Amy volunteers at the same dog rescue as my mom and we were put in touch through that connection. I believe this internship was different because of how much foundation work I was able to be apart of and the amount of input I contributed.

Green Luxe Logo



Green Luxe Logo from greenluxelnc.com

Image from a Video at Scioto Park



A still image from a video we filmed for Instagram, LinkedIn, and YouTube at Scioto Park in front of the statue of Leatherlips. We were discussing trends of millennial and Gen Z travelers.

Vulture from the Ohio Wildlife Center



This is a blind vulture that lives at the Ohio Wildlife Center. Location of a video filmed about millennial and Gen Z travel trends.

On the Job

Social Media

I was managing several social media accounts including:

- Instagram
- LinkedIn
- YouTube

I also had access to Facebook and Twitter, but we decided the focus should be on the three listed above. I created a document for each week and had everything I wanted to post laid out. This included the media, the caption, hashtags, accounts tagged, location, and what platform it will be published on. Once approved I would schedule the post onto Planoly for Instagram, and then manually post onto LinkedIn and YouTube.

Marketing

Posting on social media was one aspect of marketing, trying to reach Green Luxe’s ideal client by putting out content that they may be looking for and advertising the services that Green Luxe offers.

Another aspect to marketing was the email newsletter. Most of my time for this project was spent researching best newsletter habits. I also worked on the newsletter template for the welcome email one gets when signing up and then the following monthly newsletter filled with content for hotel owners/managers and travelers alike.

Research

I researched several topics in order to compile data for Amy. The first topic was about millennial and Gen Z travel trends to create a video series for hotels. I collected the statistics to back up the recommendations Amy had for the hotels. As I had to give my thoughts on marketing, I also was in charge of researching marketing strategies for social media and service-based businesses. I created documents for Amy to easily access when she needs information on certain social media platforms or other topics.

South Wind Motel

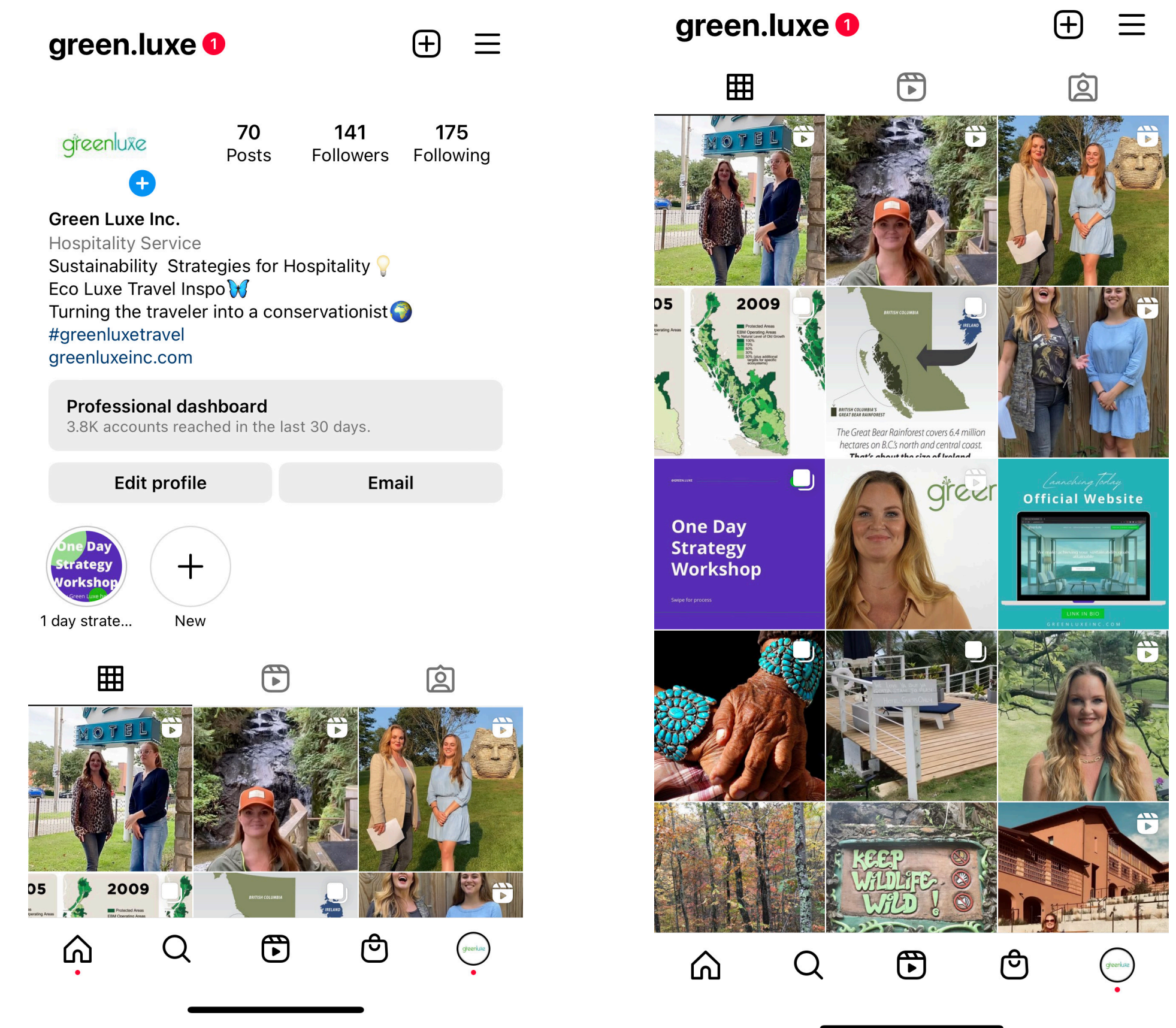


Another location for a video that was filmed for Instagram, LinkedIn, and YouTube. South Wind Motel is located in German Village and has several sustainable implementations to improve their practices. This includes solar panels, EV charging stations, and purchasing local toiletries for guests to use.

Reflection

I have had a great experience learning about small businesses and marketing strategies that are not a part of the EEDS curriculum. I was exposed to the business heavy side of this career field. Green Luxe made me feel comfortable and assured that there were no wrong questions to ask. As one of the first hires for this business I got to be part of many of the initial projects and marketing strategy sessions. This experience showed me that I really enjoy working for a small business and do enjoy the corporate route of the sustainability industry. Upon graduating in the spring, I want to explore more of the analytics side of sustainability, analyzing incoming data and potentially writing ESG or climate action plans. I am not opposed to getting a job that was similar to this internship, but I would like to experience other jobs in the sustainability field before I find a long-term job.

Green Luxe’s Instagram Page



Instagram profile page for Green Luxe

Recommendations

For future students wanting to work for a small business and focusing on marketing, I would recommend talking to people in your community and networking. Smaller businesses may not advertise that they are looking for help the same way larger corporations do so putting yourself out there might give them the opportunity to come to you. Say yes to any opportunity that sparks interest, even if you may not have that much experience. Social media work is a lot of trial and error and is constantly changing due to algorithms and new trends.

For remote work you must be disciplined with cutting out time in the week to do your work, especially if you are in school. You need to know you can work for longer segments without getting feedback from your manager. Be confident in your work as it is going out for the public to view.

Acknowledgments

Thank you so much to Amy Wald for this opportunity and to Lucia Hadella for all the help leading up to getting this internship.