

After the Mobility

Table D - Traineeship Certificate by the Receiving Organisation/Enterprise

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Name of the trainee: Rastislav Bvoc				
Name of the Receiving Organisation/Enterprise: VLC Photonics S.L.				
Sector of the Receiving Organisation/Enterprise: Telecommunications				
Address of the Receiving Organisation/Enterprise Camino de Vera s/n Ed.9B D.0.71, 46022 Valencia, Spain, website: https://www.vlcphotonics.com/				
Start date and end date of traineeship: from [day/month/year] 30/09/2019 to [day/month/year] 15/05/2020				
Traineeship title: Graphic designer internship				
Detailed programme of the traineeship period including tasks carried out by the trainee:				
<ul style="list-style-type: none"> • Supporting the marketing manager and other colleagues • Involving in the study of performance optimization and benchmarking • Employ marketing analytics techniques to gather important data (social media, web analytics, rankings etc.): Google AdWords, Facebook and other online Advertising tools. • Preparation of marketing material. • Design communication material for a varied range of media: packaging, posters, flyers, print on products, etc. • Create and manage visual content for website, apps, e-mail, layouts, banners, etc. • Developing new design concepts, graphics and layouts. • Conceptualize and design visually compelling assets for relevant marketing channels such as email marketing, website, social, advertising, affiliate, and other brand materials. • Update web design elements. 				
Knowledge, skills (intellectual and practical) and competences acquired (achieved Learning Outcomes):				
<ul style="list-style-type: none"> • Practical knowledge of digital communication and marketing. • Knowledge of eco-friendly systems development. • Gaining work experience in an international background. • Communication skills: improving language competence, acquiring practical skills (Spain and English). 				
Evaluation of the trainee:				
	Excellent	Very Good	Good	Poor
Punctuality	X			
Presentation	X			
Relationship with colleagues	X			
Relationship with management	X			
Relationship with the public, clients ...	X			
Attitude	X			
Interest in work	X			
Initiative	X			
Date: 18/05/2020				



Higher Education Learning Agreement for Traineeships

*Rastislav Bvoc
Academic Year 2019/2020*

Name and signature of the Supervisor at the Receiving Organisation/Enterprise; Stamp:

Eduardo Selma García

