



Please insert here at least one **PHOTO** of your traineeship stay abroad! Preferred motives are photos of your accommodation, of your work place, of being at work. Attention! Due to legal considerations we kindly ask you to send us only photos that have been taken by yourself!



STUDENT DETAILS

University department / faculty: **Faculty of Economics and Management**
Field of study: **MSc. IMME**
Home university: **Otto-von-Guericke-Universität Magdeburg**
Nationality: **Pakistan**
Duration of traineeship (from ...to...): **01.07.2021 to 31.03.2022**

TRAINEESHIP INSTITUTION

Country: **Spain**
Name of traineeship institution: **Entorno Global**
Web page: **<https://entornoglobal.com/>**
Address: **Calle Montero Ríos, 69 Entlo, 27002, Lugo**
Contact person: **Elio Laureano**
Telephone / E-Mail: **+34 727780296**

EXPERIENCE REPORT (approx. 3 pages + more photos if applicable)

1) Traineeship institution

Please give a brief description of your host traineeship institution.

Entorno Global started with the idea of providing various kinds of services to other small and medium sized businesses in Spain and Europe. The company provides services in many areas which include marketing, finance and project management consulting. However, our main service is marketing. We assist our clients in

many areas of marketing. Our notable services which are popular among clients is social media and performance marketing. Our social media marketing includes Facebook, Instagram, Pinterest, TikTok and Twitter. The major performance marketing our team deals with is Google and Amazon ads.

2) Searching for a traineeship

How did you find your traineeship? Are there any recommendable links or other helpful tips you would like to share?

When it comes to searching for an internship, I would say that the website erasmusintern.org is the best out there. Thanks for the erasmus team of our university who are always there to help you in your search. Moreover, one can even find an internship using indeed website which is also popular in Spain.

3) Preparation

How did you prepare for your traineeship in terms of language, intercultural, professional and organisational aspects? Are there any recommendable links or other helpful tips you would like to share?

I was fortunate enough that Spain is a very welcoming and international oriented country. Everyone speaks English to some extent. Our office language is also English. Working in digital marketing field again needs English more than any other language. So, I never had any issues with languages. The people are really nice and friendly so I got along with them very well in the office and outside the office.

The team at Entorno Global is quite small, almost a dozen individuals. Half of them are of Spanish origin and the rest from other countries. So, it is a good mixture and convenient to work with.

One tip I would like to provide is that one must start searching for accommodation well in advance. Especially, if it's a small but popular destination for tourists. I had some issues but it got resolved nicely later.

4) Accommodation

How did you find your accommodation? Are there any recommendable links or other helpful tips you would like to share?

At first, I was supposed to be there for three months only so I got an accommodation for three months time. However, I got an extension. But, my landlord excused from extending my stay. So, I had to move in into an airbnb for a week that did cost me quite well. However, after a long search, I was able to get one decent apartment in the city suburbs at a reasonable rent for extended time span.

5) Traineeship

Please describe the tasks and / or the projects carried out during your traineeship. In which way were you mentored and integrated? How were the working conditions? Did you have especially positive or negative experiences?

When I first joined, I was on rotation from department to department. Like I worked in administration then operations then marketing. However, after three months, I got placed in marketing. I was good with marketing and had prior experience too. So, the company placed me there. The marketing department had Paula, Anthony and Hugo beside me. A team of 4 people after my arrival. I was able to learn a lot from my colleagues when it comes to social media marketing. We started different projects for our own company and for our clients. Before Entorno Global, my marketing knowledge was limited to Facebook ads only. With the help of my team, I was able to learn Instagram and Pinterest marketing too. It was a really nice experience working with team.

6) Acquired qualifications

Which qualifications and skills could you acquire or improve during your traineeship?

Most of the experience and skills I acquired are in marketing which include Instagram, Pinterest and Google advertising for Ecommerce businesses.

7) Country-specific features

Are there any specific traineeship regulations in the target country that affected you as an Erasmus trainee (e.g. France: housing allowance, convention de stage? If yes, which ones? Are there any recommendable links or other helpful tips you would like to share?

No, there was anything that came to my attention. I was informed by a fellow intern about some issues with working for more than 6 months. But, I did not get any email or letter from any authority. Possibly, also because my office had already informed the local governmental office about my internship status and it was unpaid from their end.

8) Visa, residence and work permit (only for international students)

Which prearrangements had to be made in terms of visa, residence and work permit? Are there any recommendable links or other helpful tips you would like to share?

I was worried a bit about this part being an international student myself. But, Spain has a really nice improved system. Students can work there as an intern for up to a year. All one needs is an internship certificate and a little bit guidance from the host company regarding a brief paperwork in Spanish language. I can not remember exactly the names. But it was quick and fast.

9) Other

Is there anything else you want to let other students know?

NA

10) Conclusion

What is the conclusion drawn after your traineeship experience abroad?

Well, I must say that I really like such opportunities where students can have an international exposure and experience. It is my second erasmus internship and I like it. I also want to thanks the erasmus team at the university office Magdeburg which is always helpful in every aspect.

Declaration of consent

I hereby agree to the publication of this report on the website of the Leonardo Office Saxony-Anhalt.

I assure that the photos used in this report do not violate the rights of other persons or companies (personal rights, copyrights etc.).

Please send this report by email to angela.wittkamp@ovgu.de!
Acceptable file formats: [.doc], [.docx], [.rtf], [.odt].