



Copenhagen 21.02.2023

Smilla Hertz has been an intern in the PR & Marketing department at Group 88 from the 1st of November 2022 till February 2023.

During this time Smilla became acquainted with general PR and marketing related tasks such as:

- Handle inquiries from Scandinavian press, stylists and influencers
- Updating social media for Group 88 and Collage the Shop
- Assistance with project management and execution of events
- Various PR and project tasks
- Media Monitoring & Reporting

Smilla also helped with smaller graphic tasks, such as our seasonal sale communication for our social media channels, and we greatly benefited from her skills and flair for graphics.

Smilla is hard-working and has a great drive. She has been working independently and is good at taking initiative. Smilla possesses major organizational skills and works with great enthusiasm and independence.

Besides being a skilled and valued workforce in our PR marketing team, Smilla is incredibly sweet, caring and always spreads a positive mood. We would happily welcome Smilla back at Group 88 in the future.

Smilla gets the warmest recommendations from me and all my colleagues at Group 88.

If you have any questions to this recommendation or wish me to elaborate you are always welcome to contact me.

Camilla Louise Høg  
**PR & Marketing Manager**  
GROUP 88

[Camilla.hog@group88.dk](mailto:Camilla.hog@group88.dk)  
22857288