



Bopie's Diamonds & Fine Jewelry

"It's only pennies and nickels" -Bopie

A guide to my Practicum

The Site

Bopie's

Bopie's is a diamond and fine jewelry store that concentrates on custom designs.

Neuromarketing

Bopie's has an elaborate team of neuromarketing professionals that work alongside the staff to study consumer response to marketing tactics.

My Job

At Bopie's, I collaborate with our team of neuromarketers to create content that appeals to your average consumer.

Alignment with my Career Goals

Although I enjoy creating meaningful content, I ultimately would enjoy performing more neuromarketing research alongside content creation.



Duties and Responsibilities

Jewelry Team

From day to day I assist the jewelry team in routine activities, such as store opening and closing. This consists of removing all the jewelry from the safe and laying it out in our display cases during opening time, opposite of closing where we put it all back. I also clean the store and take out the trash, just performing regular chores.

Neuromarketing Team

Our neuromarketing team is a third party company that assists our design team with consumer sensorimotor, cognitive, and affective responses to the content we make. They analyze insights and other market research to offer us a more targeted and personalized approach. Their findings include details such as time of day to post content and ads to the colors we should use when designing them.

Sales Team

The sales team collaborates with me to let me know of any new pieces that we have recently received or of any custom orders that have been made. With custom orders, our store will receive them from the jeweler and a notification will be sent to the customer to let them know their design is ready. If I want to create any content with these orders, I have to do it promptly so the piece is ready for the customer to pick it up.

Design Team

Technically, I am apart of the design team, so I work with everyone to create graphics, videos, and advertisements. This includes filming, photographing, and editing daily. The design team also works with our sales team to erect visuals of custom design requests before sending them off to the jeweler.



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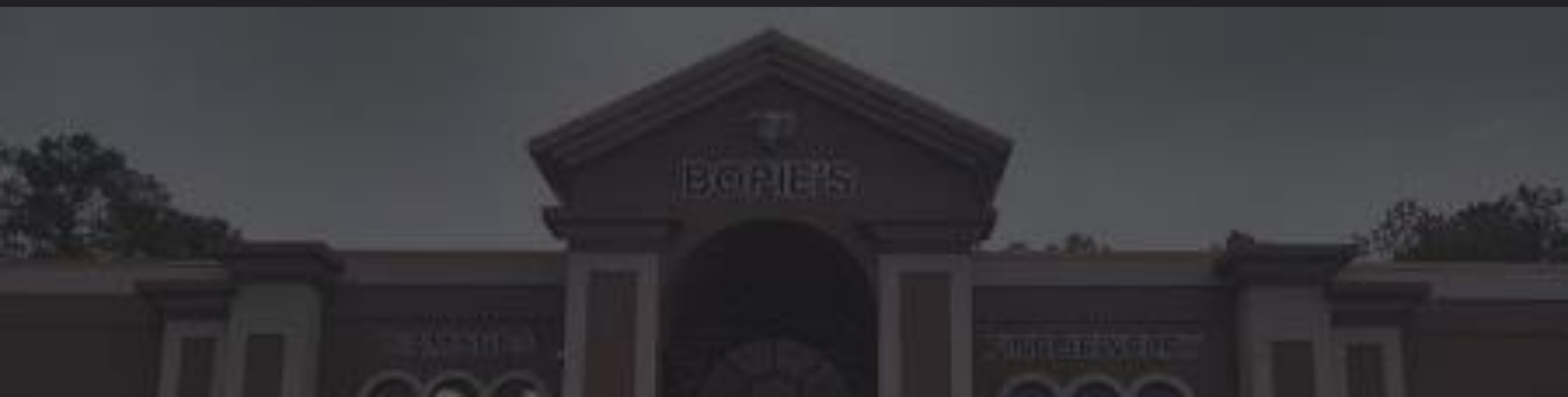
My Work Station

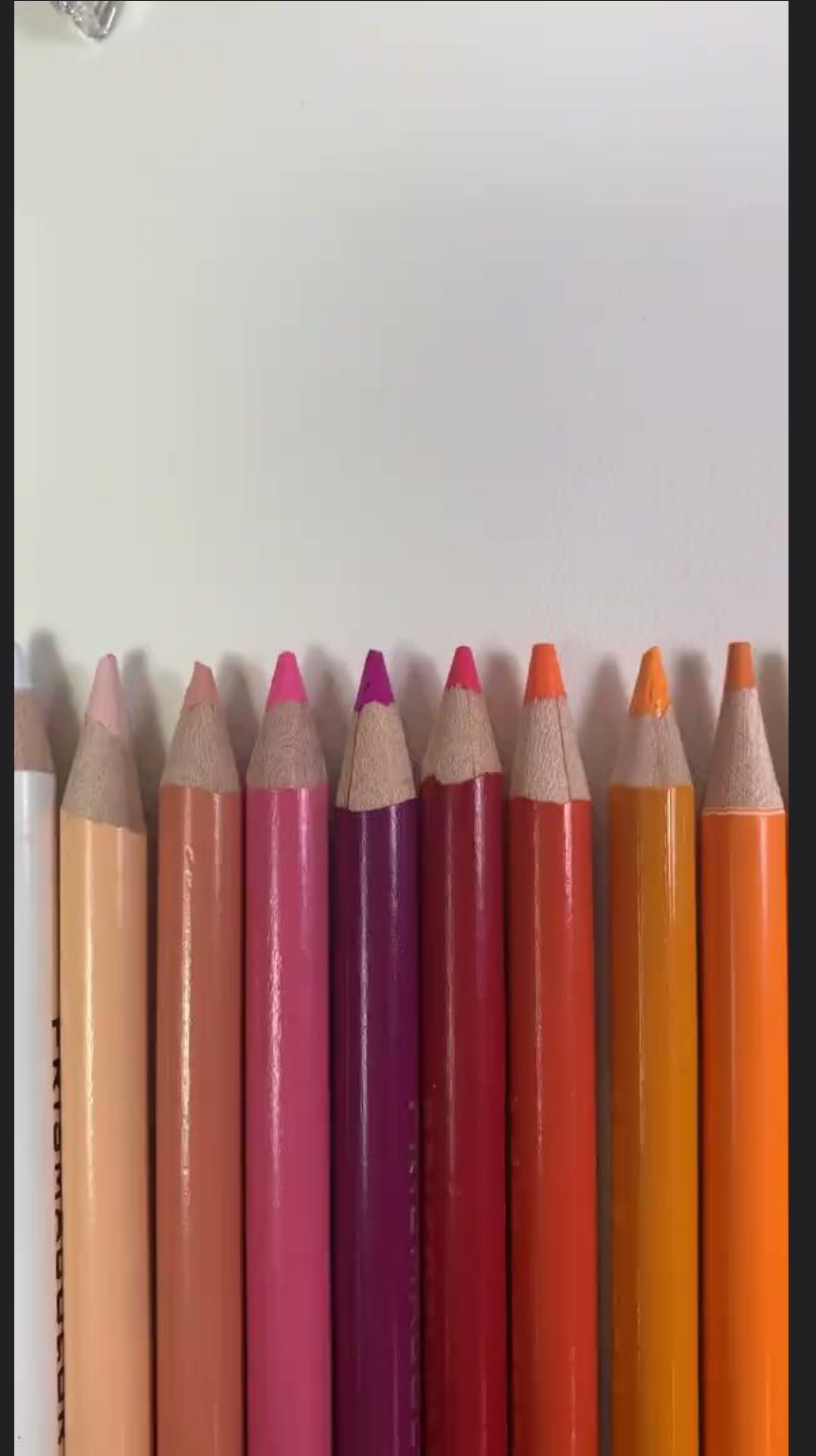


My Takeaways

I have honestly quite enjoyed my time at Bopie's and will most likely stay here past my required hours.

Although I have had some long days working from 8:30am to 8:00pm, my time has been well spent creating meaningful social media posts amongst other pursuits. It was a great experience being able to work with a team of established neuromarketers who give great insight into what my intended career path could be like.





My First Reel

This is the first reel I made for our social medias.

Most Expensive

This reel features a 50 carats briolette, which is the most costly piece I've filmed.

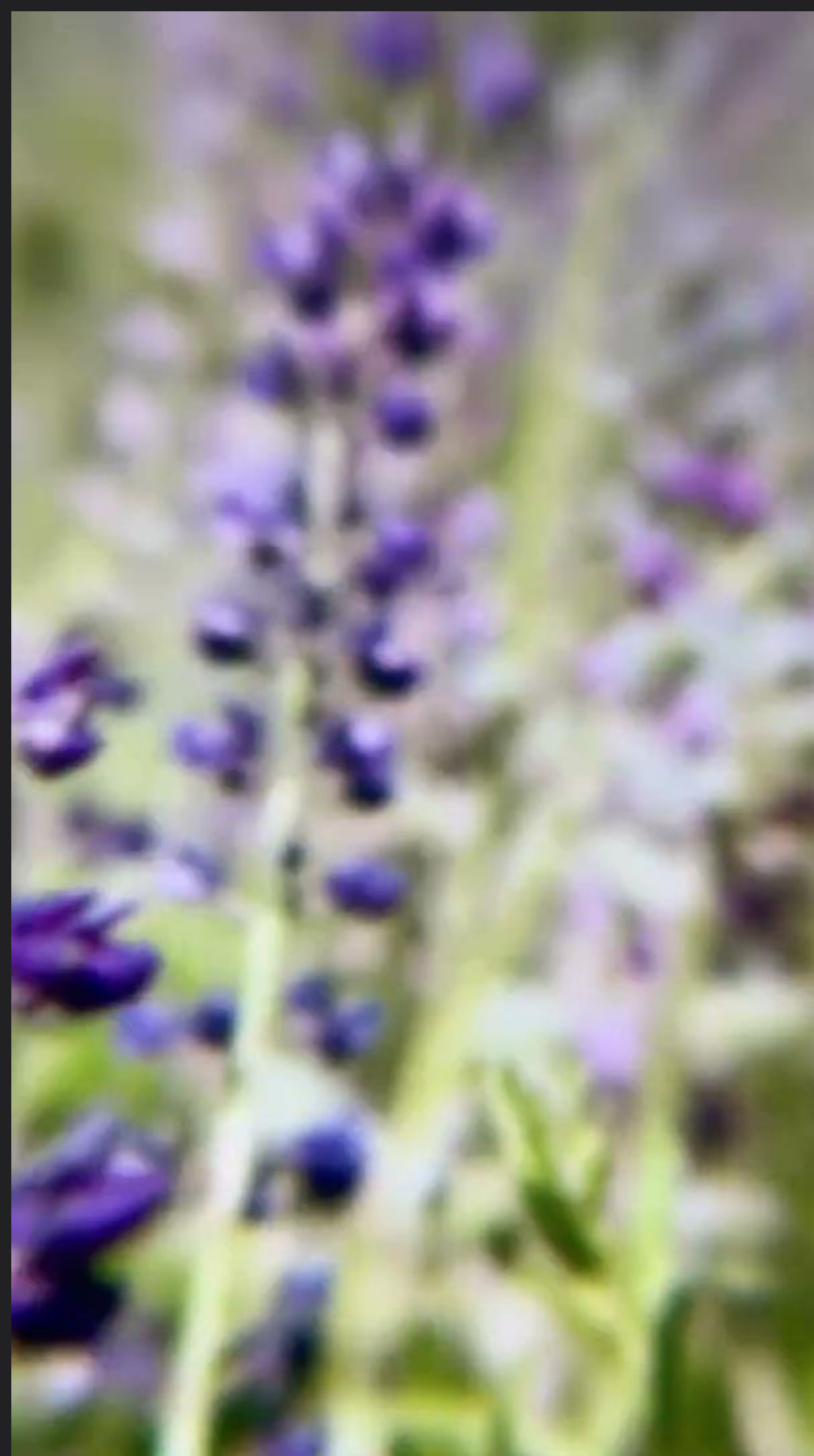
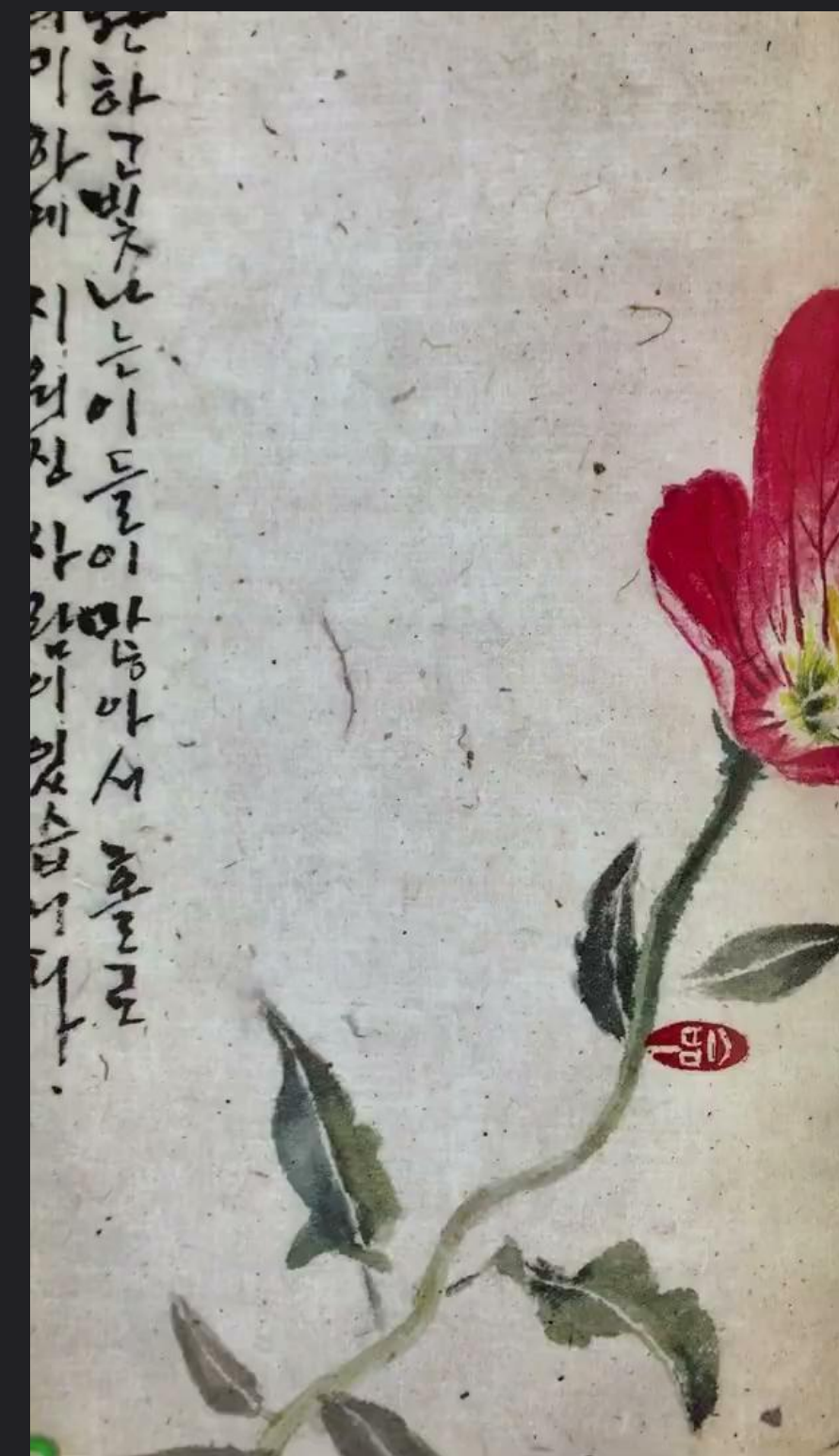
My Favorite

This is my favorite video reel I have made to current date.

Best Performing

This reel has had the best performance on our platforms.

Additional Reels



Additional Reels



Advice to Others

Bopie's Diamonds and Fine Jewelry

To any future students who may be interested in completing their practicum at Bopie's, I suggest doing it. The staff here are all extremely friendly, helpful, and set you up for success to the best of their ability.

Neuromarketing Practicum

I found it extremely difficult to come upon a strictly neuromarketing practicum for undergraduate students, so I suggest looking into marketing, advertising, or design fields to find a site that works collaboratively with neuromarketers.

Out of State Practicum

I had the opportunity to complete my practicum out of state during the spring semester of my senior year. If traveling or experiencing new areas is of interest, I highly recommend completing a practicum out of state if you are able to.

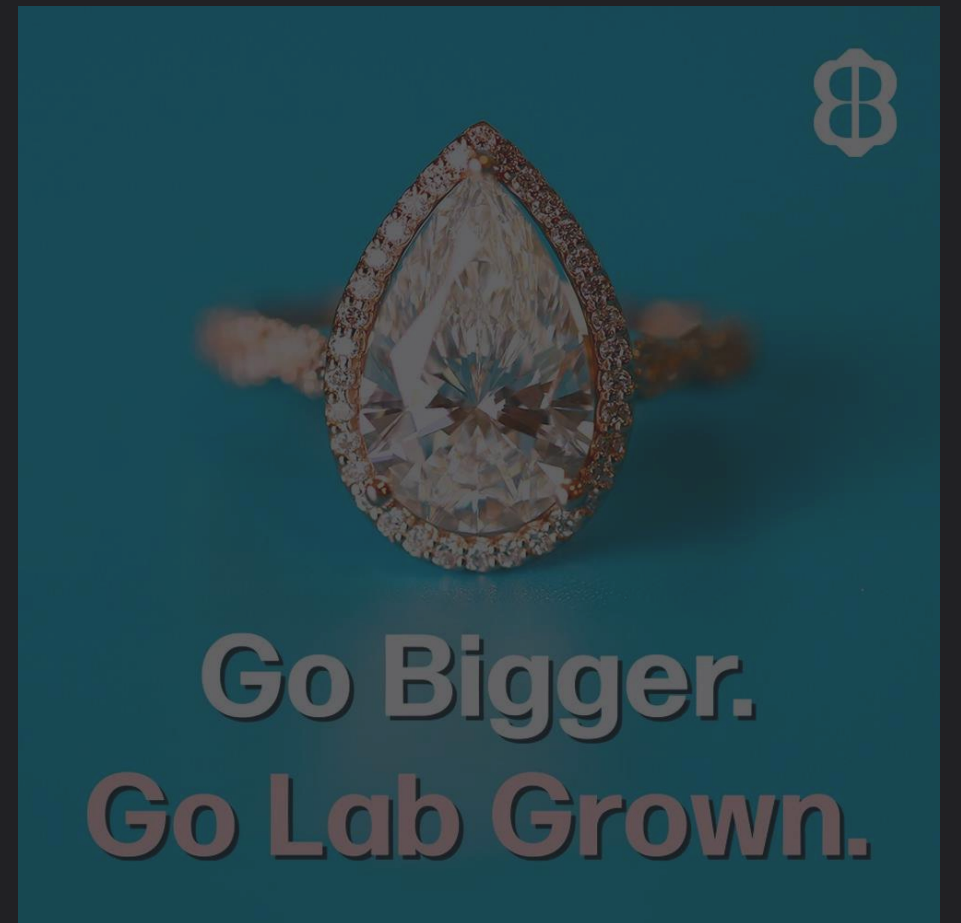
Advertisements

These are not only photos I took, but also advertisements I have created. Alongside filming and photographing, I also use the Adobe Suite to create custom graphics for ads, in addition to the text, that are then given the okay from our neuromarketing team.



Dragon Pendant

Bopie actually designed this pendant for her sister. It is based on a painting that she had made a few years back. The pendant is double sided and has a swivel bail.



**Go Bigger.
Go Lab Grown.**



Thank You

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Bopie's Diamonds and Fine Jewelry
Fayetteville, NC