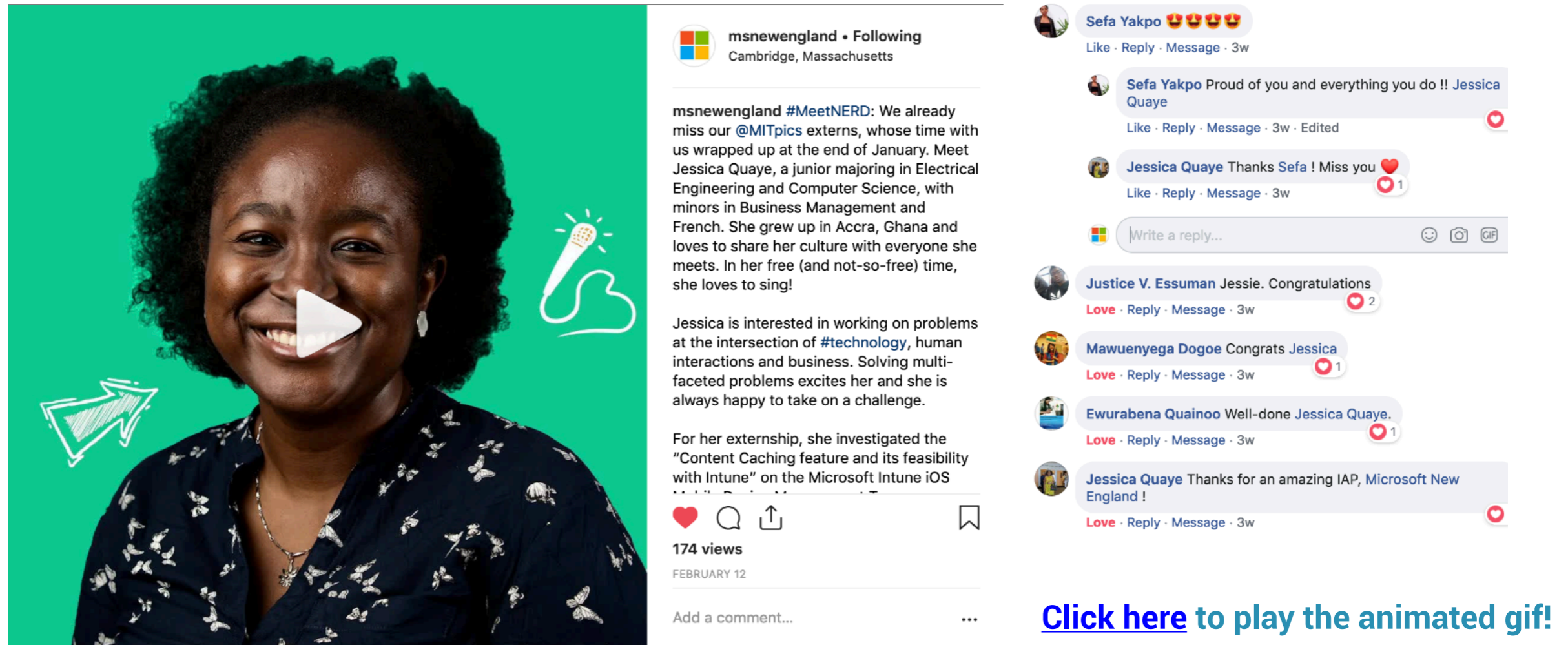


# CAMPAIGN: #MEETNERD — STAFF SPOTLIGHTS

Here at Metter Media, we're all about coming up with creative campaigns for your business.



**msnewengland** • Following  
Cambridge, Massachusetts

**msnewengland #MeetNERD:** We already miss our @MITpics externs, whose time with us wrapped up at the end of January. Meet Jessica Quaye, a junior majoring in Electrical Engineering and Computer Science, with minors in Business Management and French. She grew up in Accra, Ghana and loves to share her culture with everyone she meets. In her free (and not-so-free) time, she loves to sing!

Jessica is interested in working on problems at the intersection of #technology, human interactions and business. Solving multi-faceted problems excites her and she is always happy to take on a challenge.

For her externship, she investigated the "Content Caching feature and its feasibility with Intune" on the Microsoft Intune iOS

174 views  
FEBRUARY 12

Add a comment...

**Sefa Yakpo** 🥰🥰🥰🥰  
Like · Reply · Message · 3w

**Sefa Yakpo** Proud of you and everything you do !! Jessica Quaye  
Like · Reply · Message · 3w · Edited

**Jessica Quaye** Thanks Sefa ! Miss you ❤️  
Like · Reply · Message · 3w

**Justice V. Essuman** Jessie. Congratulations  
Love · Reply · Message · 3w

**Mawuenyega Dogoe** Congrats Jessica  
Love · Reply · Message · 3w

**Ewurabena Quainoo** Well-done Jessica Quaye.  
Love · Reply · Message · 3w

**Jessica Quaye** Thanks for an amazing IAP, Microsoft New England !  
Love · Reply · Message · 3w

[Click here to play the animated gif!](#)

**PURPOSE:** One of our goals with social media is to showcase the people behind the brand, and staff spotlights are the best way to do this. Our #MeetNERD series taps into the personalities behind the teams at Microsoft, showcasing individualism, identity, and employee culture. Not only do staff spotlights boost internal employee morale (by generating lots of supportive comments from people who work with the employee) but they also help with recruitment by inspiring the next generation of Microsoft employees.

**RESULTS:** Employee Spotlights gain the most engagements (likes/comments/shares) out of all of our content. On Facebook alone, this post gained **1,026 engagements, 6 comments, and 11 shares, and reached 1,900+ people.**