

Internship Reference

Ms Eva Muhr born on 10 December 1991 was employed in our enterprise from 1 August 2016 to 30 September 2016 in the department Marketing as an intern.

MONTBLANC is a manufacturer of exclusive products like watches, jewellery, writing instruments and leather goods which reflect our high demands with respect to culture, quality, design, tradition and craftsmanship. MONTBLANC is present all around the world with 20 subsidiaries and 530 boutiques.

Within her field of action, Ms Muhr in particular accomplished independently and very successfully the following tasks:

- E-Retailer website check (how Montblanc is represented on the individual websites of e-retailers; are e-retailers licensed to sell Montblanc products; contacting e-retailers)
- Coordinating the Watch Ambassadors at Montblanc Watch Wholesalers
- Digital Marketing: Market research for premium online Shops, finding/presenting opportunities for Montblanc to collaborate with these websites
- Research regarding special VIP customer events
- Participating in the creative process of finding ideas for a one-of-a-kind "special edition Product" (Montblanc paint or makeup brushes)
- Responsibility for Montblanc marketing product loans for PR photo shootings or special trainings and events
- CRM
- Translations of product fact sheets, catalogues, mailings, newsletters, writing and proofreading PR texts

Ms Muhr has acquired a very good expertise within a very short time. In particular, her very good IT skills, and specifically her extensive experience in the development of solutions for issues, as well as their implementation has to be highlighted. She performed meticulously regarding the monitoring and maintenance of network systems as well as in the implementation and application of special software.

Ms Muhr possesses exceptional creativity, which has always ensured that she would find very good alternative solutions where they were needed. Her exceptionally good knowledge and her brilliant skills in the area of project management have allowed her to act successfully in the most demanding dynamic environments.

Montblanc Deutschland GmbH

Hellgrundweg 100, 22525 Hamburg | Postfach 54 03 40, 22503 Hamburg | Phone +49 (0)40 84 001 0 | www.montblanc.com
Sitz der Gesellschaft: Hamburg | Amtsgericht Hamburg: HRB 54733 | Geschäftsführung: Oliver Gößler, Olivier Laurian
St.-Nr. 27/136/00027 | USt-IdNr. DE 160950809
Deutsche Bank AG Hamburg | IBAN: DE26 2007 0000 0884 4177 00 | BIC Code: DEUTDE33HAN

We would also like to highlight her excellent knowledge of written and spoken English, which makes her an asset in negotiations. Her language skills have always made her a respected contact person for our international clientele. She has a brilliant perceptive faculty, which always enabled her to grasp even the most complex work content very well within a very short time.

Ms Muhr always worked in a highly proactive manner and completely identified with her tasks and our company at all times. She constantly displayed an impressive level of dedication and motivation.

During the entire internship, Ms Muhr distinguished herself with her expressly high and perfect eagerness to learn. She continually proved resilient even in highly stressful situations. She was highly appreciated by our company at any time because of her very judicious and consistently responsible working method. Ms Muhr showed an extremely high level of reliability. She always found excellent solutions for all arising problems. The performance shown by Ms Muhr during her internship has gained our fullest recognition at any time and in every respect.

She was highly appreciated both inside and outside the company for her always friendly and even-tempered disposition. She was helpful at any time, courteous and even put her personal interests on hold if necessary. Her conduct towards superiors, supervisors, colleagues or towards clients was constantly exemplary and loyal. She was amiable and helpful towards other interns at all times.

We would like to thank Ms Muhr for the very good and pleasant cooperation and collaboration. We would be pleased if the internship has strengthened and motivated her in her aspirations for professional goals. For the future, we wish Ms Muhr further success, both professionally and personally, and all the best.

Hamburg, 30 September 2016

MONTBLANC Deutschland GmbH



Dix Greese
Marketing Director Montblanc Germany & Montblanc Austria



Sabine Gräf
Manager Apprentices & Education