



Emma (Ireland)

*I worked* at bab.la as an intern for German and English for 3 months. There were two sides to my role with the company, namely monitoring and updating the German and English content of the website and marketing the site in English speaking countries. During my time there I was responsible for updating the content of the German and English dictionaries as well as ensuring that the quality of existing vocabulary was of a high standard. The role also involved proofreading English content for the website, maintaining the German- English forum and some translation.



*Marketing* the website was a large part of my role at bab.la. As the company is only a few years old, raising awareness is crucial. It was my job to contact people in English and German speaking countries and inform them about the services bab.la provides. I also learned about search engine optimization and many other online marketing strategies such as social network marketing. Every Monday we had a marketing meeting where we discussed ideas amongst one another. Every opinion and new idea was valued and considered.



*The work environment* at bab.la is wonderful. The team is young and multicultural. Another positive is that there is quite a flat level of hierarchy. Obviously there are senior members of the team but they are so approachable and helpful that they don't feel intimidating. All of these factors create a very pleasant atmosphere. There was a Polish girl sitting next to me and a Brazilian and a Venezuelan sitting at the desks across from me. We had many interesting conversations about differences in our native cultures.

It's not all work and no play at bab.la. They have managed to obtain the perfect balance between hard work and relaxation. Thursday was one of my favourite days of the week because that's when we had office lunch. Every week someone different would could something traditional from their own country for the whole team. It was a great opportunity to try new things. The footzy table brought out lots of jovial competitiveness amongst the team.

The bab.la office is located in Hamburg, which is without a doubt one of the best cities in Europe. There's always something going on. I would thoroughly recommend working at bab.la. I learned so much from the experience which will help me in my future endeavors and I also had the opportunity to work with lots of wonderful people from all over the world.