

# **BYU EXPERIENTIAL LEARNING & INTERNSHIPS**

**2019 Stories & Spotlights**



**COLLEGE OF  
FINE ARTS &  
COMMUNICATIONS**

# INTERNSHIP COORDINATORS

<b>Brent Keck</b>	Dance
<b>Kyle Stapley</b>	Media Arts
<b>Lindsi Neilson</b>	Theater
<b>Maddison Colvin</b>	Art
<b>Nicole Norris</b>	Communications
<b>Ron Saltmarsh</b>	Music
<b>Stephanie Miller</b>	Design

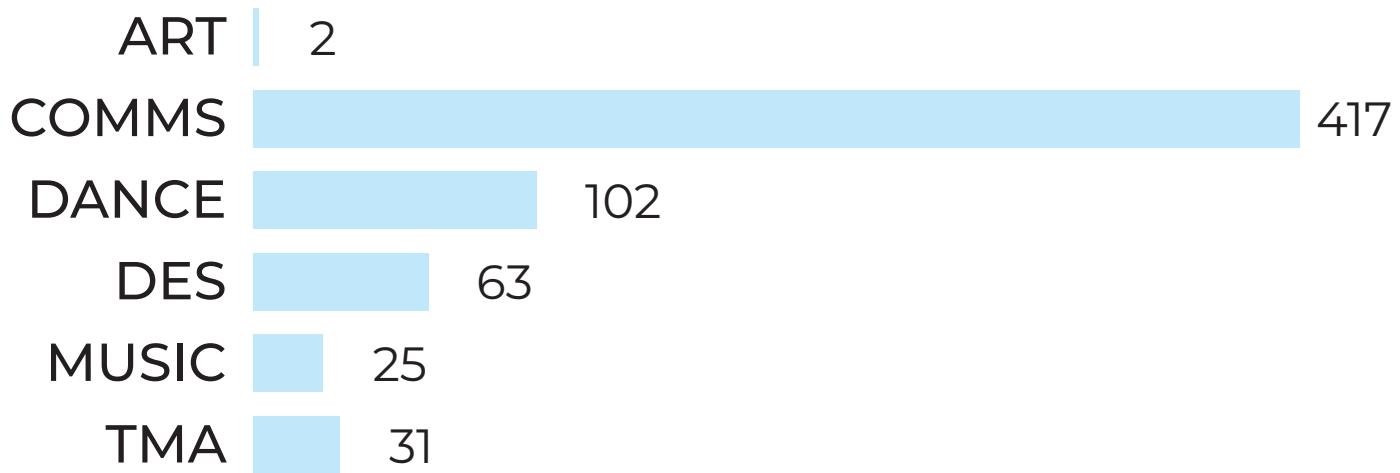
# TABLE OF CONTENTS

1	College Internship Statistics
3	Gretchen Rieckenberg, Art Education
5	Lauren Fullmer, Communications
6	Rachel Bennion, Communications
9	Rachel LeNea Keeler, Communications
11	Dominique Mossman, Graphic Design
13	Zoë Hart-Wagstaff, Graphic Design
15	Rachel Lauren Halversen, Journalism
16	Rollins Wimber, Media Arts
18	Anna Tanner, Music Dance Theater
21	Harriet Norcross, News Media
23	Sarah Collins, News Media
24	Elyse Marie Kasparian, Public Relations
26	Emily Allan, Public Relations
27	Hailey Genevieve Garcia, Public Relations
28	Ikaika Kamimoto, Public Relations
30	Madeline Giles, Public Relations
32	McKenna Wilson Clement, Public Relations

*\*These stories were submitted by the students via survey. If your department is not represented, then we did not receive a suitable response from your interns. The college internship statistics only reflects internship courses where the students completed an internship application before enrolling.*

# COLLEGE INTERNSHIP STATISTICS

## DEPARTMENTS



## COURSES



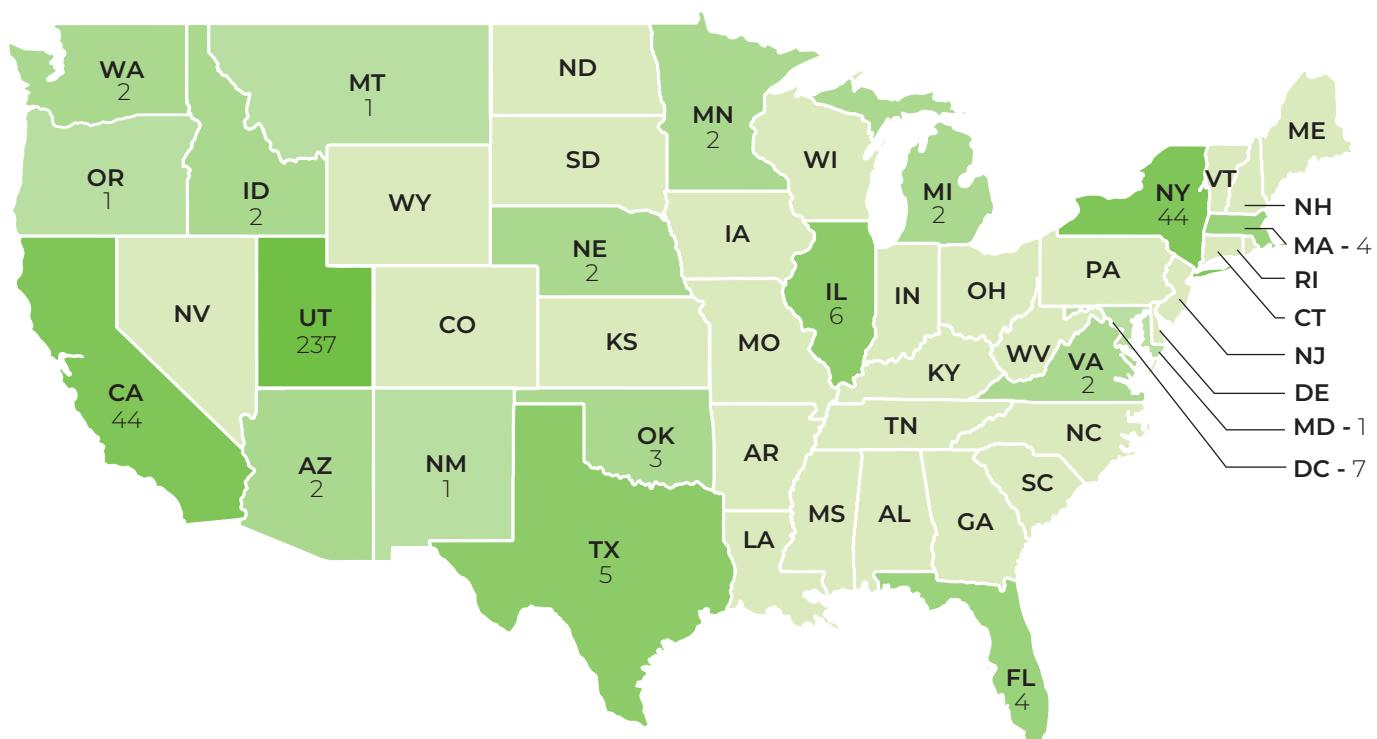
# 640 INTERNS

2019: WINTER • SPRING/SUMMER • FALL

## TOP 5 PROVIDERS

1. BYU On-Campus (293)
2. MullenLowe (8)
3. Chatbooks (8)
4. 97th Floor (7)
5. BBDO San Francisco (6)

## IN 20 TOTAL STATES



# GRETCHEN RIECKENBERG

## BYU RESEARCH & WRITING CENTER

As an intern at the Writing Center, I began by observing and analyzing multiple tutoring sessions before moving on to tutor with others and ultimately by myself. Interns have the same basic responsibilities as the hired tutors, but must also attend a class where we discuss assigned weekly readings and experiences. These meetings were focused on learning about different tutoring strategies and how to handle common challenges that writing tutors face.

During the tutoring part of my job, my responsibility was to meet individually with students and help them at any stage in the writing process. I was able to help with everything between brainstorming a topic and finetuning a thesis paper. When meeting with a student, I first took a few minutes to learn about their paper, their writing process, and what they needed help with. The goal was to let the student be in control of the session (to maintain ownership of the paper) and I as a tutor would act as a guide to help them get where they needed to go.

The most rewarding sessions were those where the student would come in unsure of themselves, but leave feeling confident and knowing what to do next.

*"I know that teaching skills I pick up now will help me be a better teacher in the future."*

Writing papers can be hard and terrible, and I love being able to help it be a little less terrible for students.

The most useful thing I learned (and am still learning) is how to teach. My major is Art Education with a goal to teach elementary school--a far cry from helping university students with writing, it seems. Despite the large difference, I know that teaching skills I pick up now will help me be a better teacher in the future. The most important of these skills is learning how to work with students individually. Since everyone's different, a teaching/tutoring style or strategy that works for one person might not work for the other. I'm learning how to pick up on these things and adapt my approach to best fit individual needs.

The ways that my courses and major have prepared me aren't as obvious. My required advanced writing class (Persuasive Writing) helped a lot. The first thing we learned was how to write cover

letters, which was helpful for applying for the internship and also helping students who came in with cover letters. I had a great teacher who I was able to write quality papers for, and it renewed my passion for writing and helped me have a better writing process. I applied for the internship at the end of that semester.

As for my experiences with art, those have helped me in unexpected ways. Most of the tutors at the Writing Center are majoring in English and/or Editing, and there's a good variety of disciplines among those with other majors. As far as I know, I'm the only tutor in the fine arts. Because of this, I've been able to help students writing art papers better than my peers might be able to.

In one instance, a student came in who was struggling to come up with a thesis to analyze a painting I had coincidentally written a short paper about the day before. Even though our papers were completely different topics, my familiarity with the painting and with analyzing art helped us reach a thesis she felt confident about.

Also, with students who have projects featuring heavy design elements, I feel confident in advising them with their

design as well as with their words. I've helped a lot of students review resumes, cover letters, and personal essays for various applications. I now feel more confident in writing those things myself.

I feel like through my internship, I'm able to expand my education in a practical and hands-on way that gives me valuable experience for my career path.



*Gretchen Rieckenberg*

[READ MORE ABOUT GRETCHEN'S STORY HERE](#)

# LAUREN FULLMER

## RYAN JAMES FINE ARTS

During my internship, I was tasked with creating several marketing tools as well as working with some of the clients that we had at the gallery. I was able to design a magazine cover, brochures, invitations, and business cards. I was in charge of the rental program as well. I helped put together some art work proposals that we would pitch to a client who might be interested in buying or renting the artwork.

One of the most useful things I learned was how to better network. Business has a lot to do with networking. It certainly helps to know more people in any field that you go into. Many of the clients that we worked with were wealthy business owners in the Seattle area. Although I might not be in the same field as any of them, being able to connect and build a relationship might further help me in my career as I start out in the field.

I developed skills such as networking, problem solving, and pitching. I had the opportunity to network quite a bit with clients and artists. I also was able to come up with strategic ideas to help the gallery become more well-known. I took part in the pitching process. I think my courses prepared me by establishing deadlines

***"Business has a lot to do with networking. It certainly helps to know more people in any field that you go into."***

and high expectations for the projects that I worked on. I seemed to be better suited to do harder tasks than some of the other interns.

I would recommend this internship to other students.. I thought it was interesting to be a marketing person for an art gallery. It is definitely different than working in an agency.



*Lauren Fullmer (left) and coworkers at the art gallery she interned at.*

[READ MORE ABOUT LAUREN'S STORY HERE](#)

# RACHEL BENNION

## THE YOUNIQUE FOUNDATION



*Rachel Bennion showing off her ID badge and her workspace while at the Younique Foundation Office.*

One in four women will be sexually abused before the age of 18. Experiencing this trauma at such a young age (often repeatedly and 90% of the time by someone they know) leads many survivors to carry a burden of guilt, shame, and many other mental and physical post-traumatic symptoms for decades. The Younique Foundation offers resources that many women are not aware exist.

Working as the PR and Marketing intern, my job was to build awareness for this increasingly prevalent issue and help women to know that hope and healing are possible. I was able to participate in and lead several projects across the Foundation: I helped educate and connect women by designing and managing the Pinterest Campaigns. I determined means to increase our

reach by researching, brainstorming, and creating strategies to better leverage local businesses. I gauged our local and national presence by collecting and organizing media and news mentions.

I developed our social media presence by seeking out and building rapport with more than fifty local and national social media influencers. I assisted in our philanthropic efforts by participating in a Facebook live broadcast that showcased merchandise. I wrote copy for the company's new website, giving users instructions on how to use TYF graphics on social media. I think most interns enter their internship with the naïve belief that the controlled structure of their school environment will extend to their internships, and I think they more often than not are proved wrong. I was.

On my first day, I was given a handful of daily tasks and a lot of time to fill. I realized that if I wanted to get a meaningful experience from my internship, it would require a large dose of personal initiative, a heaping of creativity, and above all else the courage to do it all while feeling uncertain and uncomfortable. In her book *Dare to Lead*, Brene Brown says, "The courage to be vulnerable is not about winning or losing, it's about the courage

to show up when you can't predict or control the outcome." There were a lot of things I felt that I couldn't control or predict, but my internship taught me that by being courageous and vulnerable, I can find my way through the chaos. I can choose to face tasks I had never done with enthusiasm, I can bring up suggestions to people with way more experience and clout than I did with confidence, I can maintain a growth mindset even when department shakeups make me feel uncertain about my role, and I can make meaningful contributions to the company even as an intern.

Though none of my classes perfectly prepared me for this internship, I was able to apply knowledge from many of the classes I have taken in order. From my COMMS 318 class I was able to apply research and analytics data. From my COMMS 314 and 315 classes I was able to apply the PPC and SEO principles I learned. From my COMMS 320 class I was able to apply the copy writing, pitching, and news release skills I learned. From my COMMS 235 and 336 I learned how to think strategically. Each of my classes rounded my skills and prepared me for the workforce. I was constantly reflecting on how I was implementing things that

I had learned in class into my internship. Getting access to any of my COMMS 496R reports would give you plenty of examples.

One specific example would be when I asked a co-worker if she needed any help from me that day. She explained that she needed to do some copy writing on the website but had been putting it off all week. I told her that I would handle it. Because of the PR writing skills that I learned in COMMS 320, I was able to quickly knock out the task and she was very pleased with my finished product.

The main professional skills I developed through this internship are: Finding and connecting with influencers and key stakeholders of communities, running a business Pinterest account, researching news and media outlets, communicating and working within a team, and developing actionable strategies.

I would recommend this internship to other students. First and foremost because it has an amazing and highly motivating mission. Also, for students interested in working for a nonprofit, it is a nice entry. TYF is a funded nonprofit,

which means that it is more stable and flexible than most nonprofits. The only problem that I had with the internship was some drama in management that affected my internship. The company issues mainly stemmed from one individual though and it seems like the problem is being addressed. I would also want to talk to the future intern so I could give them a heads up on what would be expected of them. Not knowing exactly what you are supposed to do at first is a little difficult and it would be nice to talk to a past intern to get an idea of what you are supposed to do.

I am so grateful for my internship at The Younique Foundation. It awakened me to the truly horrifying grip that child sexual abuse has on our country and, gratefully, it gave me hope that it can and will end. In the wake of #MeToo, women more than ever need to know where they can turn to find resources so that they don't continue shouldering a burden that was never theirs to carry. They need to know they aren't broken. They need to know that there is healing and light ahead. And the Younique Foundation is providing the hope and solutions our country needs.

[READ MORE ABOUT RACHEL'S STORY HERE](#)

# RACHEL LENEAE KEELER

## BYU MAGAZINE

As an editorial intern at the BYU Magazine, I got a chance to rub elbows with the professionals. I did almost everything that a full-time employee for the BYU Magazine does. I had the chance to write and edit articles, receive and give feedback, collaborate on new ideas for upcoming issues, go out on assignments and learn to upload articles using code.

I had the opportunity to participate in weekly meetings with editors and take part in the discussion of how to improve the magazine. I learned to create surveys and collect data of the fall and winter issues, and write in the Chicago style. Another great aspect is the chance to be part of a team of interns. We all worked in the same room, which allowed us to bounce ideas off of each other and help proofread articles.

***"I did almost everything  
that a full-time employee  
for the BYU Magazine does...  
One of the things I have  
been most grateful for is  
that I have been able to do  
a lot of things I didn't realize  
I would do as an intern."***



*Rachel Lenea Keeler*

One of the things I have been most grateful for is that I have been able to do a lot of things I didn't realize I would do as an intern. For example, I interviewed a general authority, assisted on a video interview with Olympic-trial qualifiers, spoke with the directors of EFY (Brad Wilcox and John Bytheway) and helped in various photography shoots. I would

not have had these same opportunities anywhere else.

You have to be ready (and okay) with things changing at the last second. This has happened to me multiple times, but the first time it did, I had already finished all of my interviews and was done with the first draft when they said they wouldn't be able to run the article. I had to think of a new article idea and then get the pieces moving quickly to have it done before the magazine went to proofs. It was a rollercoaster, but I learned how to muscle through so when it happened again, I was ready.

***"You have to be ready (and okay) with things changing at the last second."***

I cannot thank the Communications department enough. Honestly, all of my professors and Comms 311 truly prepared me for the work load, interviewing process, and confidence in myself to be able to take on this internship and future employment (wherever that may be).



This picture is from the video interview BYU Magazine had with the Olympic-trial qualifiers. Brad Slade is working the camera while Conner Mantz and Clayton Young talk about their experience with running.

This may not be a typical answer, but this internship showed me that I am competent to work in a professional environment, that I am ready to take on future employment in whatever realm I choose.

[READ MORE ABOUT RACHEL'S STORY HERE](#)

# DOMINIQUE MOSSMAN

## DOYLE PARTNERS

My experience at Doyle Partners was very eye opening. I was able to be mentored by Stephen Doyle as well as be surrounded by a high level of talent every day. One highlight I have of the internship is being able to visit a site where we designed the signage for. I went with our project manager Rosemarie, who showed me around NYC as well as proper etiquette when visiting a client, and what to look for while taking notes. Another unique experience was designing a packaging label for Brooklyn Brewery. I was able to compete with the two other designers there, and my pattern got chosen. Each week I worked on a variety of one project, up to 8.

I was constantly working on different things, and I was able to see how a small design firm works. I was able to jump into projects that I didn't see myself working on. For example I did a few history plaques for iconic places in New York, from Pier 54 to Washington Square Park.

My internship experience was unique. I worked every day in Stephen Doyle's basement. This was different than a corporate job, very small and very close-knit group. I was the only intern, and there were two designers. Stephen oversaw all projects, while Rosemarie and



*"This was the whole crew at Doyle Partners minus Stephen Doyle's amazing wife, Gael Towey. Starting on the left it is : Rhoan, Rosemarie, Me, Stephen Doyle, Tyson (also a BYU Grad) and Staci. I absolutely loved every one of them and interning for Stephen was a blessing. We worked in his house and this was his amazing backyard! It is rare to find such a large and luscious garden in the heart of the city in New York!"*

Staci helped with their own dividends of projects. It was cool to see how the dynamics of the workspace were. Everyone had their own personalities and the flow of the group worked perfectly. I was impressed with how things were handled when they were going downhill, as well as how fun everyone had every day. I am

extremely thankful for the opportunity I had to intern here. I was spoiled and hope that I can return one day. Great working space, and great lessons taught by the people there. One thing I learned was to pay attention to every detail and not just the big picture.

One of the most useful things I learned was how to pay proper detail to the work I was producing and how to communicate with co-workers. I polished my communication skills, my presentation skills and , my time management skills. They taught me to use computer programs, as well as how to present my work in a way that made sense to the people I was working with. Through each project completed at Doyle Partners, I was able to see the why or hows of each project and the intentions of each one.

I was integrated, as well as everyone else in the office over each project and the goals and the concepts of each one. I thought most of us were extremely successful at being on the same page and working together to complete, and reflect on each project as well.

Would I recommend this internship?  
YES! It was so helpful and I learned a lot about how to work with professionals.



*"This one was an apartment complex that hired us to do the signage on the walls. For example, the directional of where your room was, the signs outside of the elevators to direct you, and signs like that! It was so fun to work on. This picture is of Rosemarie and I, visiting the place while in construction. We were required to wear hard hats while walking through, but it was awesome to see the place before it was finished, and get an idea of where our work was going to go!"*

[READ MORE ABOUT DOMINIQUE'S STORY HERE](#)

# ZOË HART-WAGSTAFF

## INTUITIVE SURGICAL - DESIGN INTERN

Throughout my internship I had the opportunity to work on a variety of projects, from digital design work to printed materials. Each project allowed me to work closely and collaborate with marketing partners, project managers, other designers to come up with design solutions in a timely manner. For example, one project I received was to design an icon for a new shuttle system for the campus. This task required me to work with the stakeholder and project manager to know of any constraints and a final deadline for the project.

***“Greatness is not found in one place; you can find it and create it wherever you are.”***

Once those details were known I began sketching and researching transit icons that existed and possible solutions that would follow our visual brand language. After sketching and creating digital iterations, a final version was decided upon and the lockup was created. This design was then translated to signage for the buses and stops that would be used for the transit system throughout

the Sunnyvale campus. It was awesome to see this process through from ideation to final asset. My internship allowed me to learn and grow as a designer and get a glimpse of design at a corporate level.

The most useful thing I learned was that great design is not only created in a studio or agency setting—you can work for a large corporation and still create award winning design. Greatness is not found in one place; you can find it and create it wherever you are. It is more important to find something you are passionate about and create the greatness you hope to find. It aligns with the mission of BYU, to go forth and serve - we are to create so that we can better serve and help others by creating goodness to share. I also learned how important it is to learn techniques and shortcuts with the Creative Suite so that you can work faster and more efficiently.

This internship helped refine my public speaking skills with monthly design studio meetings to report on what I, and the rest of the designers within the studio, was working on. I also was able to learn how to format large scale projects for printing and figuring out legal edits for claims and different type treatments for such edits. My design courses prepared me to be



Zoë Hart-Wagstaff at her internship in Sunnyvale, California.

a better intern. I was able to sketch and thumbnail projects, create beautiful rag edges in typography, and use the design principles I have learned in class in my daily work.

My first week I had the opportunity to meet with the Vice President of Design and he asked me to think about what I

hoped to get out of my experience, what I would do with what I want out of it, and how I would learn from this experience. The chat we had set me up to think about how I would be intentional in my work, integrate what I knew and what I was learning, and then to reflect on how I can be better from the work I have done and where to go now with my greater knowledge from this experience.

*"It aligns with the mission of BYU to go forth and serve - we are to create so that we can better serve and help others by creating goodness to share."*

The design team is amazing and is so willing and invested to help students learn and grow within the field. They want to help however they can. Also, Intuitive treats their interns so well with weekly intern activities including mix and mingles, lunch and learn sessions with members of the C Suite, and an end of the summer company presentation.

[READ MORE ABOUT ZOE'S STORY HERE](#)

# RACHEL LAUREN HALVERSEN

## POUCH MARKETING

I primarily was charged with writing copy for a variety of clients in a variety of forms (landing pages, metadata, blog copy, etc). This required a bit of competitor research, searching for appropriate and relevant imagery, and providing backend information (such as H1/H2, Metadata, descriptions, title, image tags, word counts, keywords) in addition to the writing process. I learned how to balance

a lot of different tasks at once, which in turn gave me more responsibility and varied tasks. I also was able to hammer down my writing process (as it pertains to this sort of writing) which made me more efficient toward the end of my internship and able to take on longer tasks.

Several writing courses as well as a handful of COMMS electives were helpful. For instance, I ran a social media account for a time, so COMMS 314 was helpful. Anything and everything pertaining to COMMS 315/316 (the organic and paid marketing courses) were also cornerstones. Eventually, some of my beginning design classes (COMMS 313) proved helpful, as well as my research classes (COMMS 308). Communication skills, professionalism, time management, integrity, organization.



*Rachel Lauren Halversen*

*"I also was able to hammer down my writing process, which made me more efficient toward the end of my internship."*

[READ MORE ABOUT RACHEL'S STORY HERE](#)

# ROLLINS WIMBER

## LIONSGATE



*Rollins Wimber at Lionsgate.*

I worked in the production & development side of Lionsgate's motion picture group, which means the part of the studio that decides what films are going to be made in the future. It's all about tracking popular new scripts, books, short stories, etc. that could potentially get made into a movie. This is how Lionsgate ended up making The Hunger Games.

Someone at the studio read the books and thought, "This could be a great movie series." As an intern, my responsibility was to assist with this process by completing script coverage. I read scripts that get submitted to the studio, summarize them, and write my comments on whether or not I think the script is worthwhile. Then I pass all that on to the executives.

The most useful part of my internship was sitting in on weekly department meetings where Lionsgate executives talk about scripts they've read and pitches they've heard. I got to learn what movie executives are looking for when reading a script—what makes an entertaining, marketable story the studio would want to invest in. It's the practical side of the film industry that you can't really teach

*"I got to learn what movie executives are looking for when reading a script...It's the practical side of the film industry that you can't really teach in school."*

in school. In motion picture production & development, the winning skill is to identify what stories will be a hit and what won't. During my internship, I learned what to look for in order to know if a script will connect with audiences or if it'll flop.

I also learned the importance of articulating my ideas clearly. Saying, "this story just didn't work for me" is lazy criticism. I learned to specifically identify what about a script wasn't working

and the effect that would have on audiences. I'm really glad for the theory and history courses I took in the media arts program because they prepared me to be a more informed consumer of media. The executives rely on thorough, intelligent script coverage in order to help them decide whether or not a script has cinematic potential. In my courses, I learned media arts theory, I watched films from many different eras and countries, and I practiced expressing and defending my ideas. All of this prepared me to write the best coverage possible.

I highly recommend Lionsgate. It's a supportive, relaxed working environment - and they have a full-time HR person dedicated to helping interns have the best experience possible. For example, there are frequent lunch & learns where interns can have a catered lunch with various executives in different aspects of film, television, and other forms of media.

What's unique about Lionsgate is it's a major studio but not as big as, say, Disney or Paramount. So it still feels like a small company, and many of the executives are willing to meet with you one-on-one to give advice, answer questions, and talk about their experience in the industry.

[READ MORE ABOUT ROLLIN'S STORY HERE](#)

# ANNA TANNER

## OPEN JAR INSTITUTE

Some of the daily activities each day during the Institution weeks at Open Jar included meal prep for breakfast and lunch, daily grocery shopping trips, learning how to log receipts, participating in workshop classes with Broadway artists, setup/takedown of technical equipment, and organizing students/parents into groups for mock auditions. Some of the problems I encountered initially have been with meal preparations. As interns, we have had to make sure that we purchased the right amount of food to feed about 70 people, students and staff included. We did inventory each day after the meals to check what we needed to get the same amount of or maybe get something more of a certain food.

With the mock auditions, potential problems had to be addressed with parents who wanted to record their children's performances. The purpose of the mock audition was to put these students in an authentic situation, like an actual audition. We had to help parents understand that they could record their children later on at the showcase performance.

In the classes held this week, I was able to gain acting, singing, and dancing insights to help me in my own career of



*Anna Tanner and other interns at the Open Jar Institute.*

pursuing performing as a participant observer.

Angelique Ilo who was in the first cast of A Chorus Line inspired me by her words-Bring your best today and every day. I think that often people don't have the motivation to reach their limits. As I have been participating in the workshops and learning from these different artists each week, I'm learning how important it is to work hard in order to see what doors will open for you. You never know what your own limits are if you aren't willing to

try. At my internship I feel like I have really learned what it means to be confident in your own abilities and to try your best every single day.

I developed my professional skills, decision-making skills, and organizational skills. I also learned about being productive with your time and taking initiative, communication skills, being dependable, punctual, motivation to

work hard even when the hours are long, confidentiality in the skills you have, and the importance of your relations with others.

My courses at school prepared me for this internship because of the skills I have learned. I think we have a really good program with professors that push us to work at our craft. Already having the skills I do, helped me apply the things that were



*Anna Tanner at the Open Jar Institute.*

being taught in each area dance, singing, and acting much faster.

Also it just really hit me that I am grateful for moral standards I have been raised with. Being in many BYU courses has helped me find who I am and what I stand for. I am grateful for parents who have taught me good morals and a knowledge of what I stand for. I seek to make appropriate choices and be strong in my beliefs and actions of what I will or won't do. I think it is so important to be aware that some shows have these elements in them before you put yourself in a situation where you are questioning what you are willing to do for the art. I am grateful for these learning opportunities to help me grow as a person and to open my eyes to the fact that being a Broadway performer requires more than excellent skills in singing, dancing, and acting. One

also needs to be aware of what the roles require for costuming, language, and behavior. I know I will need to make good choices as I develop my skills.

One important skill I learned was understanding the purpose of the information we were learning in the workshops and what the broadway artists were aiming towards.

I learned a lot about integration, as in being able to take the information from the artists and apply it to yourself and your craft. I also learned how to apply the skills I was using into real life situations.

My ability to take the time each night to reflect on the things I learned and the people I interacted with was also enhanced as I worked on personal reflection. Being able to reflect gives you the opportunity to feel like there is a purpose behind everything.

I would recommend this internship to other students. It gave me the opportunity to learn the reality of living in New York City and make connections with people in the industry. I enjoyed participating in the workshops with the students and learning from many different Broadway Artists each week.

***"Bring your best today and every day. I think that often people don't have the motivation to reach their limits."***

[READ MORE ABOUT ANNA'S STORY HERE](#)

# HARRIET NORCROSS

## YOUTH REFUGEE COALITION

I interned at the Youth Refugee Coalition (YRC), a small, new non-profit organization. I was accepted to be, specifically, a journalism/public relations intern, but because the organization has few employees, I had the opportunity to do various tasks, some which applied to my position and some which didn't. I helped run the company's social media, edited training manuals, designed marketing posters and flyers, made banners, fielded phone calls, acted as a liaison between YRC and other non-profit partners, and organized travel information for young adults traveling on service trips to refugee camps overseas. I learned a lot about what it is like to work in the non-profit sector, and that I want to work in that field one

day. I also learned that I have marketable skills which are valued by employers and that I am qualified to join the workforce.

*"I also learned that I have marketable skills which are valued by employers and that I am qualified to join the workforce."*

The most useful thing I learned from my internship is that you don't have to be qualified for a task in order to do a good job. I'd been so afraid that I wouldn't be able to succeed in the workforce because I doubted I had marketable skills, but my internship taught me that I am a valuable worker and that the most important things are a willingness to learn and a dedicated work ethic. The most important traits in an employee are things like reliability and scrappiness. This internship experience built my self-confidence and belief that I can find a job and succeed after college.

I learned a lot about marketing, and have now been able to add marketing and design to my resume. I never expected to do any work in marketing, but it was an enjoyable and helpful



Harriet Norcross (right) and coworkers at the Youth Refugee Coalition office.

experience. I also had the opportunity to do a lot of editing, another skill I was blessed to develop during my internship. My courses prepared me by teaching me rules of proper formatting, how to build an audience through social media, and, most importantly, how to meet deadlines and work professionally.

In my major, I've taken writing classes which included a focus on grammar and style, social media management/marketing classes, and a news reporting class in which I worked as a reporter for the BYU school newspaper. These experiences gave me the skills to complete my work more easily in my internship. Things like grammar and design came naturally to me at my internship, which proved an asset.

Every morning at my internship, the HEFY and YRC team gathered for a daily devotional which focused on remembering the "big picture"--why we did what we were doing. We used that time to ground ourselves in our mission to, the service of others. We kept our intentions on track.

I integrated the skills I gained in school into my work at my internship. Although many of my tasks did not directly tie to my field of study, I took the skills I'd gained in my major and applied them to my internship tasks. For example, I used newswriting skills when I edited the training manual and edited the YRC website, because so much of newswriting focuses on correct grammar, spelling, style, and ease of readability.

***"We used that time to ground ourselves in our mission to the service of others. We kept our intentions on track."***

I would recommend this internship because my colleagues in my office were so kind and maintained a spiritual environment. It was a casual atmosphere and service is at the forefront of the company's mission. It was a joy to work there.

[READ MORE ABOUT HARRIET'S STORY HERE](#)

# SARAH COLLINS

## CODEWORD AGENCY

My internship experience was a really growing experience for me. Although I am in the news media program at BYU, I decided to try my hand at public relations. This company is a traditional public relations agency. As the intern, I was given the opportunity to learn from and directly work with account managers for clients. Most of my tasks consisted of me researching media personnel and reaching out to journalists to ensure coverage for the clients of the agency.

The most useful thing I learned from my internship was the business side of the media. I have learned so much about how the media interacts with one another and how journalists receive their pitches. Skills I learned includ working in teams, organization, public speaking, multitasking, and client relationships. Research and writing were two of the biggest tools I used in this internship.

My courses at BYU have taught me how to be an efficient and persuasive writer to receive the results I am looking for. Additionally, without the research methods I had been taught, I would not have had the ability to do this internship. If you are interested in working in the most traditional and basic type of public



*Sarah Collins*

relations that an agency provides, I would recommend this internship. If you are like me and like a little more creative license in working, this internship would be a little challenging, but still good for developing your work ethic. You will learn how to find media contacts, how to pitch and get client coverage in major media outlets, and work in teams.

[READ MORE ABOUT SARAH'S STORY HERE](#)

# ELYSE MARIE KASPARIAN

## MY SOCIAL PRACTICE

My Social Practice is a digital marketing company with a focus in the dental industry. Our product is a social media scheduling tool that provides our clients with content, ideas, and a platform to grow their practice online. IT IS AWESOME! We also help our clients with getting reviews back from their patients. This is a separate service that enables client-patient communication through review requests.



Elyse Marie Kasparian

Again, super awesome services. I love our product, but most of all, I love helping our clients implement it in their various offices. Something that I have accomplished is sharing my social media knowledge with my clients by making it a meaningful experience. Most dentists don't have time to worry about likes and comments on their page, but with my help, I get to inspire them to do so. I have had breakthroughs with several of my clients and I feel like it is only up from here!

*"With my help, I get to inspire them...I have had breakthroughs with several of my clients and I feel like it is only up from here!"*

After finishing this internship, I feel so much more prepared for a career in public relations. From the work I did with clients to the skills I developed with my team, I now know the value of building and maintaining relationships.

As far as what I plan to do in the future, I'd like to pursue a career in

the public relations marketing field by managing brands by optimizing their online presence. I hope to be able to work with people in catching and fulfilling their vision. I feel that this internship has adequately prepared me for that and I am excited for what the future holds!

*"I love our product, but most of all, I love helping our clients implement it in their various offices."*



The entire team at the company's Dental Digital Marketing Conference in October. Elyse Kasparian is the last person on the bottom right.

[READ MORE ABOUT ELYSE'S STORY HERE](#)

# EMILY ALLAN

## NUSKIN

As Corporate Communications intern I was required to help with thought leadership, award applications, and our partner companies. I wrote several blog posts, recap articles, and press releases for this position, performed competitor research, and used plenty of my experience and learning from school and previous internships. It was very rewarding to use my SEO background to help with PR on a corporate level.

The most useful thing I have learned was to never say no because I was scared. Even as an intern I have had the opportunity to attend galas and work on big projects with companies around Utah because I never said no to a challenge. One can always learn as they go. It's best to take action. Never say no! The main skills I polished at my internship included versatility, time management, prioritization, . professionalism, service, and having fun. At previous internships, I felt like an intern. This internship taught me that there are no titles. Aspire what you want to be and work towards it. I work with great people that love to help when they can. There is so much one can do to help employees.

Part of the work load is knowing your co workers. When you know them, you

succeed as a team and as a company. My courses provided the theory and confidence that I needed in the PR and business world to accept different opportunities and make it happen. I read many financial articles weekly and need to understand the basis of each article and categorize them. A good PR professional is no professional in one subject. They have a good grasp on all aspects. My BYU



*Emily Allan (left)*

classes have well equipped myself for being a good PR professional someday. Integrating and incorporating what was learned from school into the work force. Nu Skin is a great company. If you want to live the corporate life Nu Skin is the great charitable and fun organization that wants you to succeed.

[READ MORE ABOUT EMILY'S STORY HERE](#)

# HAILEY GENEVIEVE GARCIA

## BYU ADVISEMENT

I shadowed student appointments and learned methods to help students choose a major, choose classes, and give overall advice about the university. I also worked on some posters with another design intern for the office.

*"It gave me a huge head-start in interviewing for the advisor position, having seen what the advising methods were."*

I ended up getting a job as an assistant advisor once I finished the internship. It gave me a huge headstart in interviewing for the advisor position, having seen what the advising methods were. I worked in the office for two years at the front desk, but this internship is probably what put me ahead other interviewees for the position. It wasn't related to my major,



*Hailey Genevieve Garcia*

but I developed a better understanding of the methods and processes of advising so that I could recreate them in my own appointments with students.

[READ MORE ABOUT HAILEY'S STORY HERE](#)

# IKAIKA KAMIMOTO

THE CHURCH OF JESUS CHRIST OF LATTER-DAY SAINTS

My internship took place at the Church Headquarters in Salt Lake City. I worked in the Publishing Services Department, working with marketing, advertising, and web developing groups and individuals. Search engine optimization (SEO) crosses over into many different areas in the Church's digital presence. Specifically, I helped analyze website content of different international Church websites and helped make changes to the content to make the site easier to find and more likely to be chosen when found in a Google (or other search engine) results page. I also helped with the advisement of optimizing new content the Church will be releasing on different platforms like YouTube and other social media channels.

*"I believe this is an important aspect of real-life work experience - discovering what you actually enjoy doing, possibly discovering new avenues and opportunities that will elevate you beyond your original plans."*

Interestingly enough, the most useful thing I learned from my internship is that I do not want to do specifically SEO for the rest of my life. I believe this is an important aspect of real-life work experience - discovering what you actually enjoy doing, possibly discovering new avenues and opportunities that will elevate you beyond your original plans.

The professional skills I developed mostly revolve around work and time



Ikaika Kamimoto

management skills. I learned how to effectively plan and prioritize tasks based on importance and work goals. I also learned how to stay on task and get my work done in more efficient ways. When the work was tedious, one of the most important things I learned was how to work through minor burnout and make sure I am balanced (i.e. - taking breaks, finding new solutions, etc.)

My courses gave me a solid base (and then some) to be a successful and contributing worker even as an intern. I have enough knowledge of the subject for this position where I have had to correct outsourced work by companies who did not know (or not adhere to) best practices in the industry. The courses I have taken are very professional and the skills I have learned are true-to-life. There are so many.

I think the intention I went with going into the internship was different than the one I stayed there with. My end was getting experience in the SEO industry and possibly working in it for a career. Now, my end is gaining experience in SEO because, even though it will be useful in the future, it is not my end goal to have

a career in a strictly SEO position. I have integrated soft skills from my classes such as problem-solving, working with others, communication, etc. The hard skills I have applied from my classes have been things such has human connection, design, etc. I take time to reflect daily on how I am doing, not just with the tasks I am completing but also the skills I am learning and the lessons I am gleaning about life from this internship opportunity.

*"It was still a great experience, great pay, and a great atmosphere working for a world-class employer. There are very few experiences similar to it while in college."*

I would definitely recommend this internship - although it was not exactly what I was looking for, it was still a great experience, great pay, and a great atmosphere working for a world-class employer. There are very few experiences similar to it while in college.

[READ MORE ABOUT IKAIKA'S STORY HERE](#)

# MADELINE GILES

## KETCHUM

This summer I had the amazing opportunity to be a summer intern at Ketchum in New York City. I was chosen to work in the snacks and beverage department. Because Ketchum is a PR agency I was able to work with multiple clients. I mainly worked on the Frito Lay account. This included daily media monitoring, tracking coverage, sending client updates/emails as well as putting together mailers for the press and/or talent. In return

I received amazing “hands on” experience in the PR field and learned from many of the creative minds surrounding me. I even got to deliver Anthony Davis’s custom Ruffles Ridge Top sneakers for a Yahoo! Finance bit after he signed his Ruffles partnership. I have one year left of school then I hope

***“In the agency there were multiple tasks with hard deadlines. I needed to stay on top of it and communicate with the team throughout the process and on email chains.”***



*Madeline Giles*

to work full time at Ketchum or another agency in New York City.

I was able to learn more fully about what public relations is. Even though it is my major, working in an agency and seeing our clients get coverage was such useful experience.

One skill in particular I was happy to develop and will continue to develop is the importance of following up and being accountable for your work. In the agency there were multiple tasks with hard

deadlines. I needed to stay on top of it and communicate with the team throughout the process and on email chains.

My courses definitely prepared me for my internship especially PR writing, social media and research. Also the Matrix of course came in handy during our final intern project. At the start of this internship we met with our supervisors and talked about goals. Throughout it

different projects would tailor to these goals. In the end we had a follow up.

I would 100% recommend this internship. Ketchum cares about all of their employees and especially their interns. Here I had a mentor that I would meet with regularly. Every week we had training surrounding pitching, event planning, working with influencers, etc. That alone proved to me that they truly wanted us to learn.



*Madeline Giles (top row, second from the left) and other interns at Ketchum in New York City.*

[READ MORE ABOUT MADELINE'S STORY HERE](#)

# MCKENNA WILSON CLEMENT

## BYU COLLEGE OF PHYSICAL & MATHEMATICAL SCIENCE

As a student writer for the College of Physical and Mathematical Science, I have been given opportunities to write and edit stories for many different kinds of publications. These publications include website articles, news releases, magazine articles, feature stories, and more. I also have worked with our graphic designers and photographers to ensure that the final project is both visually and verbally appealing to readers. I've been able to work with our Marketing Team to help plan and execute various social media efforts and strategies, and have been offered a position in the Fall as a social media manager.

This internship has given me so much practical experience in writing and editing that I can use in my professional portfolio. As a public relations major with a background in more artistic fields, learning to write about math and science has really brought me out of my comfort zone and diversified my portfolio. It's really stretched me to my limits and encouraged me to do more research when writing, because the subject matter is something I'm not familiar with.

In prior internships and jobs I've had, it felt like I was either a one-woman-show or the only one on the team with design,

writing, and marketing experience. Working on a larger team like this one has allowed me to really hone in on my writing skills while leaving some of the other work to the rest of our team members. We're really blessed with incredible



*McKenna Wilson Clement*

graphic designers, animators and creative directors, and I've learned how to work as part of a team in a real functioning marketing department. I've learned skills of delegation and collaboration, which with my personality can sometimes be difficult. I've also gained a ton of experience with copy editing, something I knew I had the skills for but have never been in an employment situation where it was incredibly relevant. I've really enjoyed getting to explore that more traditional side of public relations instead of only doing social media planning.

My COMMS 320 and COMMS 313 classes have been instrumental to my success in this internship. The practical writing and design principles I learned in those two courses have proven relevant almost every day at my internship. The strategic planning techniques I learned in COMMS 320 have helped me so much in creating clean, engaging writing for every project I've been assigned. I've particularly felt intention during this internship due to the amount of planning that goes into writing articles. Before starting a project, I've had to ask myself "What am I trying to do with this article? What do I want people to get

from it? What story do I want to tell?" The strategic planning techniques I learned in COMMS 320 demonstrate intention very clearly; I never start writing before I know what my explicit purpose is.

*"Learning to write about math and science has really brought me out of my comfort zone and diversified my portfolio. It's really stretched me to my limits..."*

I absolutely would recommend this internship! The College of Physical and Mathematical Sciences offers so many great opportunities for their interns. There is never a shortage of projects for you to work on and the work is always relevant. It offers opportunities to be creative and use a wide array of your talents. The people you work with are incredible. I love this internship and am so excited that I get to continue working part-time for this office!

[READ MORE ABOUT MCKENNA'S STORY HERE](#)