Kelly Fomalont

Internship Journal

Marketing Internship

April 8, 2015

**Part Two**

**The Internship:** 169 Hours

This week at my internship at The Children’s Institute my supervisor, Erica, gave me a list of things to do by the end of the week. The list included making three digital display slides for April, writing three Facebook posts, finishing the doctors’ resumes for the website and finishing separating donors names on an excel spreadsheet. As I work through the list of tasks, I ask questions about the audience, objective, and message of each assignment to create appropriate pieces. Also, I attended a meeting about the Highmark Walk to discuss the organization of the event and ways for employees and community members to get involved.

In between assignments, I discussed the development department’s search for new employees with Erica and Maureen. The Children’s Institute hires employees after an initial interview, a group interview with representatives from the department, and agreement from the executives. As Maureen looked through the candidate’s resume, she expressed annoyance with the two-page resume and long cover letter. Maureen explained that hiring managers only have time to read the first few sections of a resume and having more than a page could hinder the chances of an interview. Also, a cover letter should make an impact in the first paragraph and provide details in the body.

**Class Discussion and Readings**

The information from my internship about resumes and cover letters coincided with our class discussion and readings. We discussed the brevity of resume statements that make an impact, key words to use, and cover letter format. Brief statements using active, key words help employers understand your skills and experience. When formatting my resume, I could not decide on a header design and the format of my statements. From the readings, I learned that a simple format and with relevant details creates a professional persona.

**Evaluation**

My internship has given me valuable skills and information to work in a marketing department after graduation. I have learned communication skills in the workplace, how to write for a website, and understand the importance of teamwork within a department.