

INTERNS IN THE WORKPLACE

BY SERENA CASCARANO, COUNCIL OF INDUSTRY

The Intern Experience

A journey begins...

This summer I had the exciting opportunity to work as the HR intern at the Council of Industry. This was my third intern experience and I've gained tremendous value from each organization I worked at. I graduated from Iona College in May of 2017 with my degree in Marketing, and I recently completed my MBA this July at SUNY New Paltz. Throughout college these internships have allowed me to supplement my education and gain real world experience that I couldn't get in a classroom.

I got my first internship the summer after my junior year of college as a Marketing Intern at PC Public Affairs in Albany. Like many college students, I was eager to complete an internship prior to the start of my senior year. I did a simple search online for marketing and advertising firms in the Albany area, and I checked company websites for information on internship opportunities. I was excited to land my first internship at PC Public Affairs, where I learned how to navigate an office setting and manage professional responsibility. These skills made me more marketable and gave me more confidence when interviewing for future positions.

I got my second internship the following summer as an Account Service Intern at Fingerprint Marketing in Saratoga Springs. Fingerprint is a well-known, respected and accomplished advertising agency with big-name clients, and a reputation for their lively and progressive culture. Shortly after declaring marketing as my major, it became my goal to intern at Fingerprint. I applied for the position in the fall of my senior year on the company website, and I interviewed over winter break. I officially received an offer just before spring break. It was the perfect opportunity to spend the summer between graduating and starting my MBA to gain experience and better myself.

Fingerprint had 8 interns, one from each department within the agency. Outside of assisting our supervisors on various projects, we

were pulled together to form our own team and assigned our own client. As the Account Service Lead on this project I orchestrated all communication between the client and our team, and conducted professional meetings and presentations. In the end we were able to

successfully help our client rebrand their image to better promote their mission. It was a great opportunity to work with a real client and make a genuine difference.

My internship at the Council of Industry was unique for a variety of reasons. First and foremost, I was the Human Resources Intern. Despite having a Bachelor's degree in marketing, and two prior internships in the field of marketing, HR caught my interest while pursuing my MBA. I was fortunate that the Council of Industry was willing to let me explore this different aspect of business. I found the internship by searching various Job Boards including Indeed, Glassdoor, and LinkedIn, which allowed me to easily search for positions in all areas of business.

From day one the Council of Industry was focused on ensuring that the internship was valuable to me. The position was broadened to incorporate aspects of marketing whenever possible, while also maintaining a focus on HR. With Johnnieanne Hansen as my supervisor I was able to develop a better understanding of workforce development and gain experience

using an applicant tracking system.

I was also given a chance to further develop my marketing skills by learning to use applications such as Hootsuite and WordPress, commonly used tools companies utilize to enhance their online presence. In addition to gaining experience with these new programs



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I was also given control of the Manufacturing Matters Blog and social media platforms. These tasks gave me a chance to explore new areas of marketing that interest me.



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The intimate work environment and collaborative culture at the Council of Industry has provided me with a chance to take on real responsibility. This was certainly not the cliché internship that entailed coffee runs and making copies. I was happy to take on any task sent my way knowing that it would in some way be helpful to the Council of Industry or its members.

I just recently accepted a full-time position at the Council of Industry as the Administrative Marketing Assistant and I couldn't be more thrilled to start my career. I'm excited to become an official member of the team and contribute to the success of the Council of Industry and its members. In this new role I will be taking on more responsibility and gaining experience in marketing, administrative and financial assistance, and social media management. As a young professional at the start of my career I want to explore as many aspects of business as possible, and I'm excited to begin that journey with the incredible people at the Council of Industry.



*Serena Cascarano,
Administrative
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