

This summer, I accepted an internship with the PR Store in Gastonia, North Carolina. However, when I arrived to start work on my first day, my boss informed me that she and her employees had collectively decided to leave the franchise and set up their own independent, full service marketing agency called Surge Marketing. Even though the original internship offered was a highly structured and focused more on learning about working for a large public relations and marketing agency, the new direction my internship took was more hands on and involved in marketing sales, research and planning. I watched a business transition and completely repackage and shift its public image, clientele base, business goals and services in a mere two months.

In the beginning of my internship, I was allowed to shadow my bosses on sales calls, meetings and appointments with current clients until I found what aspect of marketing I would like to focus my summer around. I decided that strategic marketing and marketing research were the two aspects of marketing I would chose to work intensively on, although I did work a little bit with customer service training and sales team coaching in the beginning of the summer. Along with light clerical duties, proofreading and editing presentations, writing press releases for Surge clients and updating CRM databases, I mostly did marketing research and helped build strategic marketing plans for seven clients over this summer. At the very end of the summer, I was allowed to write a plan on my own for an alternative energy product distributor who was looking to expand business in the Piedmont region and promote green education within the Carolinas.

My internship with Surge Marketing was an amazing opportunity that helped me really understand every aspect of the marketing industry through the range of various tasks and projects I was allowed to participate in during my internship. It has definitely opened my eyes to how business is constantly changing and ever evolving, yet has provided me with new focus and career ambitions as I enter the workforce next year.