

Jordan Rothschild

Summary: Summer Internship with Mission Media of Baltimore, Maryland

Mission Media of Baltimore, Maryland was the site for my eight week internship during the summer of 2011. Mission Media is a premier interactive agency whose clients range from nationally known, such as McCormick Spices and STX Lacrosse/Field Hockey, to clients within the Baltimore region, such as Cowan Systems, LLC and the Waterfront Partnership of Baltimore City. What follows is a brief summary of the types of professionals with whom I worked, my duties, the skill set I developed, my project for the agency, and how I applied my liberal arts education.

The agency granted me access to the entire staff helping me to learn the mission of the company, how that mission is accomplished and how I was to contribute. I worked in a partnership with the marketing developers, project managers, the social media manager, the Director of Website Development, software engineers and designers, the Vice President of Marketing, and the Principle Creative Director. Through working directly with these professionals, I learned how to do market research, comparative website analysis and competitor differentiation-technology analysis. I developed a skill set to enable me to effectively display information, as well as give boardroom presentations.

I also gained a working knowledge of the relevant software in the field. This software includes the Mac product, Omnigraffle. Along with the ability to use this software, I learned in depth the anatomy of a website, from the footer and the legal information it contains to the utility navigation containing social media.

My premiere project for the agency was given to me by the Vice-President for Marketing (VP). The VP tasked me with compiling all the market research needed for a new client, a local well-established gourmet grocery store with several locations. I identified the competitors, dissected their websites, and compiled this information in numerous Excel and Omnigraffle spreadsheets. My final research document was the competitor's differentiation and technology, especially highlighting the competitor's marketing strategies.

I was asked by the VP to present my research to the client. This was the most exciting part of my internship. Psychology is my major. My classes in community, social, cognitive, and industrial psychology helped me know how to relate to the client and the client's role in the community and industry. My studies regarding issues in corporate farming helped guide my research, and enabled me to provide knowledge to my bosses and the client. Finally, my research methods course was the most helpful for this project. I was able to look at market research and surveys, not through what I thought was important, but what had validity and had been and could be replicated.

From this experience, I have direction for my professional life. It is my hope to work with a marketing firm that represents not only the corporate world but non-profit organizations and local businesses as well. I am grateful to the Business and Economics fund for making this possible.