



# AMP

# INTERNS

## FALL 2023

**Journalism 427** is a professional experience course where students use their skills in **Advertising, Multimedia Journalism, Public Relations** and **Interactive Web Management** at agencies, companies, media and other organizations. In Fall 2023, Jean Giovanetti, internship coordinator and senior lecturer, led two students through the process of evaluating their internship experiences while polishing their professional skills. Read on to find out what each student discovered...

# TABLE OF CONTENTS

3 Graphic Design Intern

4 Marketing Intern

# GRAPHIC DESIGN INTERN

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Hannah Gillen

Throughout the spring, summer and into the fall of 2023, I had the opportunity to work as a graphic design intern for the University of Wisconsin Oshkosh's Advertising, Multimedia Journalism and Public Relations (AMP) Department. My internship started in April and I worked over the summer to provide both the AMP department and the College of Letters and Science (COLS) print and digital promotional materials.

My biggest project from this internship was my first project. Dr. Sara Steffes Hansen had tasked me with creating a bi-fold pamphlet that showcases everything COLS has to offer. This was a large task, however, after a month of weekly meetings and edits, we completed the project on time and the pamphlet is currently being used to help promote COLS to incoming freshman and current UWO students.



Over the course of this internship, I worked on many different projects. These projects included a bi-fold pamphlet for COLS' use at events and various print advertisements for both AMP and COLS. Throughout the internship, I applied skills gleaned from UWO coursework, such as proficiency in Adobe InDesign and Adobe Illustrator, in addition to mastering design principles and data visualization techniques. Of note was my new understanding of effective time management skills, which significantly diverged from managing class project deadlines.



Advertising | Multimedia Journalism | Public Relations

# Marketing Intern

By: Megan Markelz

Over the summer, I had the opportunity to work as a marketing intern at Promega, a biotechnology company in Madison. Initially a three-month internship, I extended my into the fall semester. In this role, my daily tasks were diverse, involving the creation of emails for new products, publications, events, and newsletters, along with contributing to various projects and campaigns.

One particularly rewarding project was my involvement in Promega's DOORS scholarship initiative. I was able to conduct research on Historically Black Colleges and Universities (HBCUs), Tribal Colleges and Universities (TCUs), and other diverse educational institutions across the United States. I also had the opportunity to announce the 10 scholarship winners through a social media carousel post and create an interactive Foleon document highlighting each scholar and their research projects.

Another project that brought me a great sense of accomplishment was running the social media for Promega's training support program. Taking charge from September to the end of November, I made decisions on visuals, crafted compelling copy, and planned out the posting schedule. This hands-on role allowed me to witness the direct impact of my creative efforts.

Given my major in interactive web management, I was able to bring a unique perspective to a variety of marketing projects. Working at Promega taught me the importance of taking initiative, seeking growth opportunities, and strengthened my ability to thrive in a professional work environment. Overall, this marketing internship has provided me with invaluable hands-on experience, building my confidence and preparing me for the next steps in my career.

