

INTERNSHIP SPOTLIGHT

Shannon Barbieri



Graduation Semester & Year: Spring '24
Semester & Year of Internship: Spring '24

Major: Business Management

Hobbies: Spending time outside, reading, going vintage shopping, listening to music!

Campus Activities: Worked in Learning Resources Center, Phi Eta Sigma

Future Plans/Career Goals: Possibly work in marketing & open my own vintage store!

Minor: N/A

Hometown:
Murrysville

- **Internship (company/your title):**

Berkshire Hathaway Home Services, The Preferred Reality / *Intern*

- **How did you find your internship?**

Saw an agent's for-sale signs in my neighborhood and reached out to her.

- **What were your duties?**

Underwent new agent training, updated agent and client information in internal databases, edited/updated documents and prepped mail to be sent out to clients, other admin duties.

- **How many hours per week were you at your internship site?**

8-10 per week

- **What did you enjoy most about your internship?**

I enjoyed learning about prospecting and how agents utilize social media to advertise oneself, as the real estate industry is built on being self-sufficient. I also really liked being able to go to an actual Open House, and meeting and talking with the other agents in the office!

- **What was the most difficult aspect of the internship?**

The most difficult aspect of my internship was the fact that there were some days in which there was not much for me to do. Since I don't have my real estate license, there are many tasks which I was legally not allowed to do yet.

- **How did your experience at UPG and in the Business Management department prepare you for your internship?**

My experience as a Business Management student provided me with knowledge which came in handy at my internship. This included having previously learned about marketing techniques, including using social media to advertise oneself and how to connect with clients/customers. Furthermore, my internship touched on other business-related aspects which I learned about as a student, including the use of Customer Relationship Management (CRM), and working with internal databases.

- **How has your internship prepared you for a career?**

My internship prepared me for my professional career in a number of ways. One way is in which I learned the importance of being self-sufficient, and how to be more assertive in the workplace (ex. reaching out to clients or asking for new tasks to do). Additionally, it actually taught me that I have more of an interest in the marketing and advertising side of business, as my internship gave me more hands-on experience in this aspect.

- **What recommendations do you have for other students about doing an internship?**

For other students interested in doing in an internship, I would say to go for it! Every experience is different, but there is always something that you will be able to learn. I would also say to reach out and not be afraid to speak up if you are unhappy with your current experience, or if it is different from what you expected. Ultimately, I think that internships are a great way of exploring your interests and gaining new experiences, without fully committing to a career.

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