



INTERNSHIP SPOTLIGHT

Breann DeMoss

Graduation Year: 2018

Minor: NA

Major: Communications & Psychology

Hometown: Charleroi, PA

Hobbies: Yoga, Watching movies, Playing board games, Riding Bikes

Campus Activities: Student Activities Board- Novelties Chair, Yoga Club- Vice President, Spanish Club-Secretary, Lambda Pi Eta Communications Honor Society-Secretary, Habitat For Humanity, Phi Eta Sigma, GEM Student, Pitt PAL

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

Pitt-Greensburg Admissions Social Media Internship

- **What were your duties?**

I was responsible for creating informative and attention grabbing posts on Twitter, Facebook, and Instagram that promoted Pitt-Greensburg to prospective students and their families. Essentially, I was responsible for marketing the experience of a Pitt-Greensburg student to those seeking higher education.

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

My position granted me a lot of flexibility to really be creative with the materials I put forth to represent the university. It allowed me to really put the knowledge I learned in the classroom to work and see how these tactics are truly applicable to better an organization.

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

The flexibility was equally the easiest and most challenging aspect of the internship. It required a lot of planning and assessing whether the content I was curating was what prospective students were interested in obtaining.

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

I feel I have a very thorough understanding of the power of language usage in communication and marketing. By this I mean how to speak to specific niche audiences and how to inform these audiences in a concise and persuasive manner.

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

My internship has better prepared me for my career as it has taught me how to time manage and effectively plan out my work. It has also showed me how my individual work can better an organization as a whole. In terms of my career field specifically, it has taught me how powerful social media marketing and communication is to an organization in creating connections with audiences.

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

I highly encourage all students to pursue an internship for their intended career! It is a tremendous eye opening experience as to how you can apply your in-class knowledge to real life scenarios in your field. It's a hands on experience that will give you a sneak peek into what your future will look like in your career.