

Intern WALL OF FAME



**Rebekah Bretl (Public Relations, Senior)
Brand Manager Intern**

Downtown Jamestown Development Corporation for
“Jamestown Up Close”, Jamestown, NY

I started my internship at the Downtown Jamestown Development Corporation in January as the Brand Manager for “Jamestown Up Close”, which is the official “brand” for the city of Jamestown. My job duties include updating and maintaining the website jamestownupclose.com, all social media accounts for Facebook, Twitter, Flickr, etc, selling advertising enhanced listings on the website to local businesses, working collaboratively with the attractions of Jamestown to effectively implement the branding process, and complete public relations writing that is sent out through a program called Vocus.

I have been able to enhance my abilities to work with a community, communicate messages to the Jamestown and greater area’s variety of publics, increase my knowledge of website management and maintenance, and create public relations and advertising campaigns such as “Share Your City”, which is a campaign I developed along with the Brand Consultant to encourage community involvement and to act as advocates for their city. I have become familiar with the policies of a small city, the intricate processes that allow a city to operate, and much more. I have received training in the Vocus program, which is a vast public relations program that allows press releases to be sent to any media outlet in the country. I have had airtime on local radio stations in Jamestown, which has also been a gratifying and thrilling experience.

After my semester-long internship here, they offered me a full-time position for the summer, and then back down to part time when school resumes in the fall. This experience has helped me to decide the direction I would like to take for future career goals and opportunities, which would to pursue some sort of public relations, branding, marketing and advertising path. I have had a very fulfilling experience as the Brand Manager for the entire city of Jamestown and am looking forward to continuing.

Personally, I believe in utilizing any resource you have immediate access to, such as the Career Development Office. I have had my resume reviewed multiple times, sat in on demonstrations on resume and cover letter “dos and don’ts” and a few others, I have taken personality/placement tests to find out where I best fit in a career and job setting which assisted me in deciding on the right major that best fits what I like and how I operate, and I have rented out books from the office about my career field to read up on the industry and its trends. I recommend using any of their services such as their mock-interviews. This office is here for the students’ benefit, so taking advantage of that will only be an asset to you.