

INTERN WALL of FAME



Kaitlin Battaglia
Junior, Public Relations

Social Media Intern
Marketing and Communication Office
Fredonia, NY

The Career Development Office recently had the opportunity to speak with Kaitlin Battaglia, junior Public Relations major, regarding her recent internship in the Marketing and Communication department at SUNY Fredonia. In her internship, Kaitlin was responsible for many projects that provided insight in to the work the professionals accomplish. Some of Kaitlin's responsibilities included scheduling a marketing video for the learning center; videographers, tutors for interviews, as well as general management of the overall process, and making sure it all came together in a timely manner. She also managed university's the Instagram page, taking photos around campus for content, and creating feature stories.

Kaitlin's most recent project involved answering questions for the Marketing and Communication department via their Instagram which included doing research on the website to make sure her answers were accurate. She says that during the project she, "learned a lot and had to think fast." Kaitlin noted that these types of projects offered the challenge she needed to improve as an individual and as a future job candidate. While potentially difficult, these challenges make for great job interview anecdotes to reference when asked tough questions under pressure.

Another one of the many benefits to having an internship is the real world skills gained during the experience. Kaitlin's internship was no exception. She stated, "I learned the importance of strategic communication and how to better pass on a message to our target audience through the marketing we do over social media. I also learned how to set the scene and make sure we are not allowing for any interruptions in the message we are trying to send to the viewer." More generally, Kaitlin learned the importance of peer-to-peer feedback, and professional tips and tricks from her site supervisor and fellow social media interns.

When Kaitlin was asked about how her internship will affect her future career plans, she responded, "My internship will help me reach my career goals because I am learning how to be professional and work with others well. Also, I am making real content that is posted to my entire campus which is helping me build confidence." Opportunities like these prove that internships do help you grow as both a person and a professional. Kaitlin added that her internship is also, "helping her be a more effective communicator, and learn about marketing." Her career goals include working in

marketing or sales with an element of public relations, a field in which the skills she learned during her internship are incredibly valuable. Kaitlin reflects, “This internship has impacted me so positively! I have learned so much about the professional marketing world and myself. It has also helped me organize and prioritize the important things first! I wish I could do this internship again!”

Kaitlin’s advice to other students seeking internship opportunities is to take advantage of the amazing resources the Career Development Office provides. “The friendly faces in the office are so helpful and always willing to answer your questions!” She adds, “The CDO wants to help us be successful working individuals, so I definitely recommend stopping in or making an appointment to help get your career on track.”

