

# INTERNSHIP SPOTLIGHT

## Madeline Jackson



**Graduation Semester & Year:** Spring 2021

**Hometown:** Avella, PA

**Semester & Year of Internship:** Summer 2020-  
Spring 2021

**Major:** Dual Major: Communication &  
Psychology

**Hobbies:** Reading, listening to music, watching Netflix, volunteering, singing,  
and photography

**Campus Activities:** Pitt-Greensburg Chorale, Lambda Pi Eta, Psi Chi, and  
Spanish Club

**Future Plans/Career Goals:** Continuing to work at Community Care, Inc. as their Director of  
Communications!

- **Internship (company/your title):**  
Community Care, Inc. - Media/Marketing Intern
- **How did you find your internship:**  
Through a listing posted in Courseweb by Dr. Prellwitz in his Public Relations Policy & Practice course during the spring 2020 semester.
- **What were your duties:**  
Create and publish content for the organization's social media pages and website. This often including interviewing nurses and families for video content and social media spotlights. I worked a lot on updating the company website and making sure it did everything the organization needed it to. I utilized a variety of different methods to advertise, such as using Google Ads, social media, and even billboards. Much of my focus was to advertise to potential employees.
- **How many hours per week were you at your internship site:**  
Around 10-20 hours per week.
- **What did you enjoy most about your internship:**  
The flexibility, and the people who worked at the company. I was treated not like an intern, but as if I were a staff member at the company. The company allowed me a lot of independence and was open to new ideas. I found this really rewarding, as it allowed me to gain a variety of experiences.
- **What was the most difficult aspect of the internship:**  
I was on my own for a lot of the projects I did. I had a coworker who left midway through the summer with no notice, and had to pick up a lot of their tasks. However, I think this experience allowed me to learn how to do tasks I never would have if I continued to work with my former coworker.

**(cont.)**

I also found it difficult learning about medical procedures the nursing staff and aides who work for Community Care do. I didn't have any background in medical terminology or nursing, but nonetheless found it interesting.

- **How did your experience at UPG and the Communication department prepare you for your internship:**

I used a lot of what I learned in my classes in both my majors to create advertisements and communicate with office and nursing staff. I also had some great faculty members to turn to and pitch ideas to before I even pitched them to the company, which, as someone who is still learning, is very valuable. I feel that a lot of my professors pushed me to do the best work I can, and I try to bring that to the workplace. Additionally, my experiences with clubs, my work study job at Millstein Library, and as a student leader taught me time management skills, communication skills, and accountability. I also felt that Career Services gave me a lot of valuable information for what to expect from an internship and career. I'm very glad I took advantage of the resources I did during my undergraduate career.

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

Without my internship, I may not have had the opportunity to develop the skillset that I have. I also feel that having an in-person internship, despite the pandemic, taught me flexibility and how to work in the face of adversity. Finally, I feel that I learned a lot about the office environment and how to work independently.

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

Start early in preparing for an internship, and be sure to network! You may not think that being involved on campus, or even just talking to your professors, will help you get an internship, but it will.

***√By checking this box (or initialing next to it) and emailing this document to the campus Internship Coordinator, I give permission to University of Pittsburgh Greensburg to utilize this document along with the photo provided in media publications such as the UPG website, campus bulletin boards, and additional media outlets.***