

Goals and Work Samples Essay

I was the first in my family to graduate high school, and now I will be the first to graduate from college in the winter of 2026. The past four years have been a journey of self-discovery. I've learned what type of person I was becoming and who I wish to become after graduation. I had a hard time deciding what I wanted to major in. I changed my major countless times. Most of the time I picked a major based on what my friends had accomplished. However, last semester was the first time I thought about what I was passionate about. After taking journalism and business classes, I had an interest in storytelling. I found it more interesting that I could use storytelling in the corporate field to communicate brand messages to the public. Learning about public relations, an integration of marketing and communication, I sought out public relations internships. After months of applying and cold emailing, I finally landed a summer internship at the Detroit Economic Growth Corporation (DEGC).

I am excited to gain experience in public relations. I want to learn to analyze social media tools to determine the best strategies for gaining customer attention. I know that social media is more than just posting pictures and videos. Brainstorming, planning, and evaluation are all essential steps to online communication. One wrong phrase or word can jeopardize the entire company. For this reason, I am intrigued to learn how to oversee and avoid crises. In addition, I want to learn how to use social media monitoring tools such as Cision and Muck Rack to identify brand trends, brand mentions, influencers, and competitors.

From this internship, I will be given various public relations and social media tasks. Managing my time is important as an intern because I will be collaborating with the marketing and social media team. This is a great opportunity for me to get experience in the creative and business aspects of the corporation. I will conduct interviews, attend business conferences, record ribbon cutting, and draft newsletters for DEGC. This will help me enhance my skills in speaking and writing in a corporate environment.

Besides learning the technical skills of public relations, I hope this internship will make me step out of my comfort zone. As a communications major, many people would think that I am an outgoing and extroverted person. However, I am the complete opposite. I'm usually shy when it comes to sharing my thoughts and ideas. Fortunately, being involved in my sorority has helped me break out of my shy personality, and I hope this internship will change my personality completely. This internship will be the building block of my networking experience which is why I hope to be more comfortable talking to other professionals.

For my electronic portfolio, I plan on documenting newsletters and social media content I created. It's important to show future employers the relevant work I've done in this internship. I also plan to highlight key contributions I made to the marketing and social media teams. These include daily reports from media tools, average content views and engagement, and feedback from DEGC's clients. After completing my internship, I want to include letters of recommendation from my employer and people I've connected with.