

April 23, 2008

Dear fellow intern,

My name is Jennifer and I have been an intern in the Marketing department over the course of the past year. When I started here, I was not entirely sure what to expect. I originally entered the internship with hopes of creating several pieces of work that I could take away and use in my portfolio. A year later, I have been exposed not only to an array of work in the marketing field, but I have built relationships with my coworkers and management team. I have learned how to work professionally in a corporate environment, meet deadlines, and how to apply everything that I have learned in the classroom to an actual company. Below, I have provided a brief summary of some of the projects and things you may be exposed to:

- Marketing Staff Meetings
- General office work such as filing, job openings/closings
- Data entry for various events, contests, etc...
- Data Analysis
- Marketing Research
- Creating a Marketing Plan
- Shadow with the Creative team(Graphic Design)

Of course, these are just some things that you may be exposed to, but that can change. Everyday I came into the office, I would go around and ask if employees had work or projects for me to assist with. There is always work to be done. I have been involved in several major projects, one that includes devising a marketing plan to incorporate the younger generation of AAA members and another that focused on determining why members lapse (or choose not to renew their AAA memberships).

If there is one recommendation I can give you as an intern, it is to ask lots of questions and get to know your coworkers. You will get the most out of your time here if you ask questions, whether it be about the company, a project, or even their career experiences. Everyone is friendly, more than willing to help and offer advice, and very passionate about what they do.

I can say with confidence that I have learned so much during my time here, not only in the marketing field but also about working in a professional environment and I am sure that you will leave with the same thoughts, build a robust portfolio, and feel satisfied that you got the most out of your internship at AAA Southern New England!

Best of luck,

Jennifer Resende
Marketing Intern 2007-2008
AAA Southern New England