

BSOS STUDENTS: INTERNSHIP SUCCESS

INTERN, TRIDENT DMG

What is a typical week like in your internship position?

There is not really a typical week in my internship position.

My tasks include:

- Client clips and industry research
- Pitching reporters
- Background research on reporters/outlets for media list
- Research for potential clients/current clients
- Drafting memos/press releases/pitches
- Coming up with fresh angles/outlets/goals for clients
- Creating strategy and messaging plans for clients
- Organizing and updating client information, goals, and results for the Trident team
- Being up to date on trends in the industry and proactively connecting that to client needs



Joy London '21

Major: Government & Politics and Communications

Employer: Trident DMG

Position Title: Intern

[LinkedIn](#)

What do you enjoy most about the position?

I enjoy that there is such diversity in the work that I am able to do. I feel that I have become a better writer, task manager, organizer, and have become more confident in my skills through this internship. I also love working in an environment that encourages me to be creative, share my ideas, and learn from those around me.

How has your coursework helped you in your current internship?

My coursework has helped me become a better writer and researcher – two skills that I use immensely in my position every day.

How did you locate your internship position?

I found my current internship through a previous employer. I think that networking with people in the field in which you want to work is extremely important. Networking has helped me land all of my previous internships.

Internship advice for students:

My best advice would be to never be shy about what you expect from an internship. Being upfront about what you want to learn, and the work that you want to be doing, shows that you have put thought into your decision, and that you can contribute to the organization in some way. I also think that any networking event, guest lecture, or specific interest event can help students connect with possible future internship employers.

Final thoughts:

Interning has been the most rewarding educational experience I have had. As someone who learns best by doing, and by experience, interning allows me to see the real-life application of my classes. While all of my internship experiences have not been with organizations or areas that I would want to have a future career in, they have helped me narrow down what I *do* want to pursue, and sometimes that's half the battle.