

During my time at Remodel Works, I have learned a lot of valuable lessons about marketing, the business world, working as part of a team, and responsibility. Not only have I been afforded the opportunity to make real, valuable contributions to the company, I have been able to see the results of my work and how everything I have done has affected the company. By being able to track my progress and the work I have done it has given me a greater understanding of marketing as a function and what each component brings to the table. As a social media/internet marketing intern, I have been exposed to analytics, a variety of social media platforms, blogging, video creating, image editing, content writing, email marketing, and much more.

Working as part of a team is a great way to learn personal strengths and weaknesses and taking accountability for your role in a greater purpose. During the last four months, I have been able to get a better grasp on what my personal strengths are and what I have to offer as part of a marketing team. While content writing came fairly easy to me with my background in writing, it also challenged me to take the time and make the effort to learn more about the remodeling industry and the company itself. This was a great lesson for me because I am used to writing about subjects I am very familiar with or of major interest to me, with remodeling it was something I had not previously been exposed to and had to delve into research in order to understand how everything worked. After everything I have read, I have a much greater appreciation of how much goes into remodeling a space and how much of a difference it can make in a home or life and the artistic talent behind it. While Remodel Works often allowed me to work with my strengths, they also pushed me to expose myself to new things such as created YouTube videos for their channel and editing and creating images through online picture editing service, and using WordPress, all of which I didn't have much experience in. By having me work on things such as videos and images, I was pushed to learn new skills that I would be able to put in my arsenal and use in the future.

Being part of the marketing team at Remodel Works showed me just how integrated marketing is to the entirety of an organization and how every division relies on one another to keep the business running. In my personal opinion, attending the weekly marketing meetings gave me a much more clear vision into the business world and an idea of what real world hands on marketing is all about. Prior to this internship I had only been exposed to internet/interactive marketing through a course I took at SDSU the semester before which had peaked my interest. While I have used social media platforms for my own personal profiles, I learned quickly that it is much different when you are managing accounts from a business standpoint where you are managing a brand.

By having the chance to work with the various social media platforms, I learned the strengths, weaknesses, and roles each one played in the branding strategy. In a society where social media only becomes more prominent each year, my newfound skillset with managing social media platforms could not have come at a better time. In addition to social media platform management, I learned how to read analytics, how to manage website content, and how different parts of the marketing strategy affect website traffic and in turn sales.

The one thing I would highly recommend is interning the full time, I unfortunately could only commit to part time and while I learned so much and grew both professionally and personally in this time, I can only imagine how much more I could have learned given the extra time.

Overall, my experience as an intern at Remodel Works Bath and Kitchen has provided me with a refined skill set that is applicable in the real world and has exposed me to a variety of marketing elements. I have come out of this program with a much greater understanding of business structure and integration and the collaboration that goes into successful marketing. In addition to the great learning experience, Remodel Works was a great place to do my internship because of the environment. There was never a day I went in that I felt uncomfortable or unsure, the internship program is well organized and very welcoming. Finally, I would like to thank everyone at Remodel Works for this experience and making me feel at home with the team. I will take what I have learned into my career path and know that the tools and skills I have learned from this internship will give me the confidence and competitive edge I need to get a great job in whatever path I choose.