



KATHERINE EY

MA in Professional Writing (Dec. '16)

Technical Publication Professional - Intern, Summer 2016

Hometown: Dayton, Ohio

Internship Type:

- paid
- unpaid

Applied by:

October

Accepted by:

November

Internship Category:

- corporate communication
- editing & publishing
- grant writing / fundraising
- healthcare communication
- information architecture
- journalism and news media
- non-profit communication
- public relations & marketing
- science writing
- technical writing
- user experience strategy
- writing for multimedia

What skills did you have that gave you an advantage in securing this internship?

Strong editing skills, particularly those gleaned from Style. I think having previous professional experience gave me a leg up, even though said experience was not in the technical writing field.

What skills did you strengthen or learn at your internship?

I learned how to collaborate across multiple departments within a large business. As a part of my duties as a technical writer, I had to make edits to instructions created by engineers and explain why the edits were made. There was often a very fast turn around, so balancing efficiency with accuracy was absolutely necessary.

What are the steps you took to land your internship?

I learned about this internship through a former MAPW who presented at Professional Seminar. In the span of a week, I had a phone interview and an in-person interview. I was offered the internship in November, but did not have an official offer until I received government clearance (because I would be working with confidential information). This process took months.

What did you do as an intern at BPMI?

The main portion of my internship included maintaining, updating, and editing technical manuals for the U.S. Navy. I also had the opportunity to curate, test, and provide instructions for a new in-house procedure.

What was challenging about your internship?

Working with outdated computer systems and unintuitive databases. This is a result of the extreme focus on information security within the government.

What did you enjoy about your internship?

The people who work at BPMI are incredible. They all went out of their way to help, welcome, and encourage me during my short tenure there.

What advice do you have for students interested in this field?

“

Technical writing might sound exceedingly boring, but it is a fast-paced and challenging field. As an intern in any field, do not be afraid to ask questions and suggest alternate solutions: you are bringing a new set of eyes to the task.

”



Caroline Liu

MA in Professional Writing (Dec. '16)

Tech Writing Intern, Summer 2016
Hometown: Zhangjiakou, China

Internship Type:

- paid
- unpaid

Applied by:

March 2016

Accepted by:

March 2016

Internship Category:

- corporate communication
- editing & publishing
- grant writing / fundraising
- healthcare communication
- information architecture
- journalism and news media
- non-profit communication
- public relations & marketing
- science writing
- technical writing
- user experience strategy
- writing for multimedia

What skills did you have that gave you an advantage in securing this internship?

Aside from the writing and design skills I have learned in the last two semesters, I also learned some programming skills, which was a bonus during the interviews. Also, because I had interviews with several other companies prior to this one, I practiced interview skills.

What skills did you strengthen or learn at your internship?

I learned a lot about how to deal with end users' requirements and how to write clearly and concisely in the real working environment. It is important to always have users in mind and write to satisfy their needs.

What are the steps you took to land your internship?

It was a long process because I started looking for internships quite early. I applied to tech writing intern positions online (LinkedIn and Glassdoor) and flied to different cities for onsite interviews. I got 4 offers and chose Google eventually.

What did you do as an intern at Company Name?

I helped ensure the articles in the [PRODUCT] help center are well documented for the end users, by updating the existing articles and writing new articles from scratch. It also involved effective communication across different teams.

What was challenging about your internship?

Google is a large company and it is crucial to ensure the effective communication among different teams, considering different working habits and time zones. It required me to constantly improve my interpersonal communication skills.

What did you enjoy about your internship?

I enjoyed the company culture the most. People attach great importance to team work and believe that they should support each other. While doing my own work, I also did my best to offer help whenever other people needed me.

What advice do you have for students interested in this field?

“ Don't be afraid to ask questions! The new working environment can be overwhelming and there will be a lot of new info to absorb in a short amount of time. It is okay if you are stuck in some problems. People are kind to interns and expect you to ask questions. ”





Andy Sharfman

MA in Professional Writing (Dec. '16)

Public Relations Intern, Summer 2016
Hometown: City, State

Internship Type:

- paid
- unpaid

Applied by:

June

Accepted by:

June

Internship Category:

- corporate communication
- editing & publishing
- grant writing / fundraising
- healthcare communication
- information architecture
- journalism and news media
- non-profit communication
- public relations & marketing
- science writing
- technical writing
- user experience strategy
- writing for multimedia

What skills did you have that gave you an advantage in securing this internship?

The wide range of professional writing skills that I learned from my CMU classes helped me feel confident in marketing my abilities. As a college athlete, volunteer, and liberal arts graduate I felt my well rounded background helped me as well.

What skills did you strengthen or learn at your internship?

I learned to use a web editing platform, Wordpress, and had the opportunity to practice my skills in web design. I also feel more comfortable with writing feature story pieces.

What are the steps you took to land your internship?

I learned about this opportunity through a family connection. After interviewing, I was offered the position. I took this job after receiving my first internship and moving down to Georgia for the summer because I had enough time to devote to another position.

What did you do as an intern at Company Name?

I helped their University Communications team with website transition and redesign. This involved moving and organizing old content, and transferring this content to new Wordpress pages. I also wrote feature pieces for Oglethorpe's website and magazine.

What was challenging about your internship?

I was challenged in reorganizing and sifting through large volumes of content that had accumulated on old webpages. I had to learn several features and functions of Wordpress to shift over this information.

What did you enjoy about your internship?

I enjoyed being exposed to the multi-faceted communications approach (various platforms, techniques, and strategies) employed by a higher education institution. The academic atmosphere is very stimulating, so it's exciting to be a part of it.

What advice do you have for students interested in this field?

“ There are a lot of opportunities for writers at higher education institutions. As graduate student, you're in a great position to see what it's like to work in an academic setting by getting an assistantship at CMU.





Andy Sharfman MA in Professional Writing (Dec. '16)

Events & Communications Intern, Summer 2016
Hometown: Atlanta, GA

Internship Type:

- paid
- unpaid

Applied by:

February

Accepted by:

March

Internship Category:

- corporate communication
- editing & publishing
- grant writing / fundraising
- healthcare communication
- information architecture
- journalism and news media
- non-profit communication
- public relations & marketing
- science writing
- technical writing
- user experience strategy
- writing for multimedia

What skills did you have that gave you an advantage in securing this internship?

The wide range of professional writing skills that I learned from my CMU classes helped me feel confident in marketing my abilities and versatility. My well-rounded background as a college athlete, volunteer, and liberal arts graduate helped me as well.

What skills did you strengthen or learn at your internship?

From this experience, I learned about the unique role of corporate communications and employee engagement in a hospital setting and I honed my ability to communicate on various platforms for a diverse audience.

What are the steps you took to land your internship?

I found this opportunity on internships.com. After interviewing over the phone, I found out a few weeks later that I got the internship. The job application process involved figuring out my "brand," or how I wanted to present myself, which included revamping my resume and thoughtfully crafting cover letters.

What did you do as an intern at Company Name?

I was involved in projects for employee engagement, event planning, social media content creation (on Facebook and Yammer), and community relations. I also updated the content and design of Emory Saint Joseph's intranet, worked on our wellness campaign, and helped to plan our inaugural 5K.

What was challenging about your internship?

I was challenged with the task of learning a new web editor, Cascade. I also realized the difficulties of managing the many moving parts needed to plan an inaugural 5K. Lastly, I was challenged to think of innovative messages and methods to engage busy employees.

What did you enjoy about your internship?

It was great to work for a place where the bottom line is to help people. While working there, I was constantly reminded and impressed by the dedication and care for patients exhibited by employees of all positions. I enjoyed the opportunity to learn about the healthcare industry, healthcare advances, and the unique services my hospital had to offer.

What advice do you have for students interested in this field?

“ Healthcare communications is a multi-faceted field with diverse opportunities, so I encourage those interested to explore different kinds of positions within healthcare to determine the best fit. Although writers in this industry aren't directly exposed to the clinical side, I encourage taking an interest in what clinicians do. In terms of internal communications, I think the best way to learn how to effectively communicate with employees is to understand the unique dynamics of a particular organization and its people. ”

America's Public Television Stations

Arlington, VA
www.pts.org



EMILY TAIT

MA in Professional Writing (Dec. '16)

Communications Intern, Summer 2016

Hometown: Midlothian, VA

Internship Type:

- paid
- unpaid

Applied by:

February 2016

Accepted by:

March 2016

Internship Category:

- corporate communication
- editing & publishing
- grant writing / fundraising
- healthcare communication
- information architecture
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What skills did you have that gave you an advantage in securing this internship?

When I interviewed on the phone with APTS, I had already done several other phone interviews so I had had some practice answering the typical interview questions. I also did my research before talking to APTS to learn about the mission and motives of the organization.

What skills did you strengthen or learn at your internship?

I learned an overwhelming amount about the inner workings of politics and law within public media, which was something completely new to me. I had to quickly pick up how things on Capitol Hill connected to APTS, which then connected with local public television stations and how each part works together and affects each other.

What are the steps you took to land your internship?

I probably applied to about 50 positions, got interviews from five, and then got one offer; the most important step I took to land this position was perseverance. You never know who will be interested in you, so you have to be open to your options and be persistent in following up with the companies you've applied to.

What did you do as an intern at America's Public Television Stations?

I mostly wrote "Local Station Stories" to feature on our website. I contacted our member television stations asking about current programs or initiatives they're working on and then drafted summaries of them adding in pictures and videos. I also wrote a blog post for the grassroots Protect My Public Media Campaign and designed a flyer for a speaker series for APTS' grassroots organization, the Leadership Council.

What was challenging about your internship?

The most challenging aspect of this position was trying to find variety in my assignments. While the Station Stories were a great way to recognize the stations' programs, writing them became very routine towards the end of the internship. It was also difficult learning all the political jargon and acronyms related to public media and the legislative end of things.

What did you enjoy about your internship?

I really enjoyed the work atmosphere at the APTS office. It's a small organization (only 13 employees), so I felt like I got to know everyone on a more personal level and they got to know the interns in the same way. Getting to go to Capitol Hill and other events/luncheons was also exciting!

What advice do you have for students interested in this field?

“ When working for a non-profit company, it's important to remember that all of your work is probably going towards helping a different group or organization. Even if your assignments seem like they aren't making a difference for your organization or the organization you're helping, your efforts are all part of the bigger picture. You may not see an immediate impact during your internship, but nonetheless your involvement is still a contribution that adds up in the end. ”



Jacqueline Treboschi

MA in Professional Writing (December '16)

Editorial Fellow, Summer 2016

Hometown: Nazareth, PA

Internship Type:

- paid
- unpaid

Applied by:

I've worked at YourTango since May 2014. I was invited to expand my role in the company to a full-time position this Summer.

Accepted by:

Mid-March

Internship Category:

- corporate communication
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- grant writing / fundraising
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What skills did you have that gave you an advantage in securing this internship?

Strong writing skills and an in-depth knowledge of grammar are crucial, but, according to my boss, it was attention to detail and creativity that helped set me apart.

What skills did you strengthen or learn at your internship?

I strengthened many skills during my internship, namely writing and editing, Search Engine Optimization, pitching new content, working in a Content Management System, and understanding and adapting to site traffic analytics and social media algorithms.

What are the steps you took to land your internship?

I had already been working for YourTango for over a year around the time I started thinking about summer internships, and the Editorial Director had made it clear that she wanted me to stay on the team. After some consideration, I decided to stay as long as I could expand my responsibilities and writing opportunities. I discussed this with both the Editorial Director and my boss, and we worked together to create a role that suited my needs as well as the company's.

What did you do as an intern at YourTango?

In addition to pitching article ideas and writing original pieces, I headed 2 departments: Expert SEO and Expert Video. Because YourTango is a small company, I was able to gain hands-on experience in many aspects of Digital Media within these departments. In particular, I edited and performed SEO for articles, promoted articles on our site and social media outlets, and monitored and reported site traffic using Google Analytics.

What was challenging about your internship?

Since I worked remotely, setting a time to connect and collaborate with my coworkers via Skype was sometimes difficult. Also, keeping my departments' production levels high with a very small staff was challenging.

What did you enjoy about your internship?

Part of the beauty of working at a small company like YourTango is that you get to know everyone. There was such a strong sense of camaraderie. I also liked the fast-paced nature of my work. Almost every day was different, depending on what was or trending or happening in the world. Any average day had the potential to become very exciting at a moment's notice, and I enjoyed that spontaneity.

What advice do you have for students interested in this field?

“ Be persistent. Don't get discouraged when you're assigned the more mundane work at first; it's how everyone gets their start in this industry. Take pride in everything you do, no matter how small the task. The right person will take notice of your hard work in time, and it will pay off. Also, don't be afraid to show initiative. For example, if you have a great idea for new content, speak up! Combined, these qualities will help you stand out from the crowd in a competitive field and gain access to bigger and better projects. ”



Tiana Weisman

MA in Professional Writing (Dec. '16)

Digital Experience Intern, Summer 2016

Hometown: Sarasota, FL.

Internship Type:

- paid
- unpaid

Applied by:

March

Accepted by:

March

Internship Category:

- corporate communication
- editing & publishing
- grant writing / fundraising
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What skills did you have that gave you an advantage in securing this internship?

Knowledge and skills with end-user writing and basic design principles helped a lot. Also, research and knowledge of the field and best practices for the field was helpful.

What skills did you strengthen or learn at your internship?

Throughout my internship, I learned how to work with/lead an interdisciplinary team as part of an intern capstone project. I was also given "content requests" where I used skills learned in classes (particularly Style) and put those skills into practice which strengthened my overall understanding. I also got to look at how an interdisciplinary team works together to make a product, and I saw how a product changes as it goes through departments like legal and customer advocacy.

What are the steps you took to land your internship?

I attended the Confluence career fair and I was lucky enough to meet with my manager. As a result of our in-person conversation, I was given a phone interview and offered the position.

What did you do as an intern at PNC?

I had three main jobs: content analysis and end-user writing for an upcoming project; various content requests to review, analyze, and make rewrite suggestions; and I worked as the project manager and content lead of an intern capstone project.

What was challenging about your internship?

Working with the interdisciplinary team of interns was challenging. There are a lot of competing ideas coming from different angles so it was important to work with each other and not butt heads. Finding the right solution required patience, collaboration, and sacrifice.

What did you enjoy about your internship?

From day one I was thrown into my work. I was intimidated, but also excited by the amount of faith other employees had in my "expertise". A lot of the work I completed during the internship is actually going to be produced, so that was an exciting thing to know! Throughout the experience I felt valued and respected as if I were another full-time employee and not just an intern.

What advice do you have for students interested in this field?

“ Know what you’re getting into and stay organized. In my internship, I was the only person in the department with the expertise so it was important that I knew (or learned) the best practices for approaching a challenge. Also, you may find yourself overwhelmed by projects, but keeping organized with a list of priorities is how you stay on top of things and stay sane. ”



Lindsay Westervelt

MA in Professional Writing (Dec. '16)

Communications Intern, Summer 2016
Hometown: Hampstead, MD

Internship Type:

- paid
- unpaid

Applied by:

No real application date

Accepted by:

March

Internship Category:

- corporate communication
- editing & publishing
- grant writing / fundraising
- healthcare communication
- information architecture
- journalism and news media
- non-profit communication
- public relations & marketing
- science writing
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What skills did you have that gave you an advantage in securing this internship?

I have a background in child development, which made the content of my work at NICHHD easier to understand and be engaged with. I also have an extensive background in grammar and editing, and I spent last year tutoring at the GCC, which gave me experience with learning how to make people's work sound better while also keeping the integrity of their writing and staying in their voice.

What skills did you strengthen or learn at your internship?

The internship gave me a chance to strengthen numerous skills I had before and gained at CMU, but more importantly, I learned how to communicate with many audiences in mind: how to make media and writing more accessible to people with disabilities; how to write for lay people who don't understand healthcare jargon; and how to edit that jargon while also pleasing the researcher.

What are the steps you took to land your internship?

My main step was emailing the woman from NICHHD who spoke at our Professional Seminar (and who would later become my mentor). I asked her if she knew of any internships in her department or within NICHHD, and she and her supervisor created one for me.

What did you do as an intern at NICHHD?

I worked on three major projects: updating, rewriting, and redesigning the supplemental risk brochure that goes with the GDM booklet; designing take-away cards for a new app that should launch in September (as a beta) and assisting with the beta site; and updating and redesigning the Safe-to-Sleep Campaign's message brochure. When I wasn't working on those projects, I edited social media content and articles, wrote a research feature about recent study, created alternative text for a new Mom's Mental Health Matters video, and drafted conference announcements and agendas.

What was challenging about your internship?

There were a lot of dull periods when I didn't have a lot to do, which was frustrating but also instructive. I had to learn that the little tasks, like sitting in on a conference call, were necessary in the department's function. Once I understood that and talked with my mentor about creating a task schedule, I was a lot happier.

What did you enjoy about your internship?

I loved knowing that I was making a difference. All of the projects I participated will change the lives of many babies and pregnant women, and everything I produced and worked on will go on to be used or read by so many people. And it's a great feeling knowing that I helped make that possible.

What advice do you have for students interested in this field?

☞ *For any field, one of the best things you can do is network. If you're interested in something, ask questions, do your research, sit in on workshops, and make connections. Sometimes the best opportunities come from knowing the right people.* ☞



Haley Woodley

MA in Professional Writing (Dec. '16)

Global Communications Intern, Summer 2016

Hometown: Ebensburg, PA

Internship Type:

- paid
- unpaid

Applied by:

February

Accepted by:

April

Internship Category:

- corporate communication
- editing & publishing
- grant writing / fundraising
- healthcare communication
- information architecture
- journalism and news media
- non-profit communication
- public relations & marketing
- science writing
- technical writing
- user experience strategy
- writing for multimedia

What skills did you have that gave you an advantage in securing this internship?

Everyone in my department was really excited that I had strong design skills. In such a fast-paced industry, we couldn't always work with marketing to design our communications.

What skills did you strengthen or learn at your internship?

I learned a lot about benefits and compensation because HR was my main client. By working with HR, I picked up some best practices on communicating benefits to employees.

What are the steps you took to land your internship?

I applied for the internship in February, but I never received a response. I then got an email from Necia in late March saying Mylan was looking for a global communications intern, which was the position I applied for! I emailed the Mylan contact and was interviewed almost immediately. They later told me that HR had never sent them my application and they were so happy I reached out to them.

What did you do as an intern at Mylan?

It's difficult to list everything I got to do! Basically, I assisted with communications for HR, University Relations, and Wellness Strategy. They have an awesome intranet site to communicate with employees, so I wrote a lot of blog posts for the site. The posts gave me the opportunity to ghostwrite for HR leaders. I also worked on a video and created digital signs.

What was challenging about your internship?

One of the most challenging things for me was designing without design software. Since the company is global, I had to create templates that could be edited by other locations. I had to use PowerPoint, which was definitely rough at first. But I learned how to work with the software and now I'm a PowerPoint wizard.

What did you enjoy about your internship?

I really enjoyed working with the videographer. I interviewed interns and helped craft the storyline for a promotional intern video, which will be featured on the student careers webpage.

What advice do you have for students interested in this field?

“ I would definitely recommend creating an online portfolio. I had a PDF portfolio, but I went for an interview with a different company and was told that I was unprepared and unprofessional for not having an online portfolio. I set up my portfolio that weekend, and it helped me get two internship offers. ”

