

Salesforce

Internal Documentation Team



Lizzie Ginther

MA in Professional Writing (2024)

Technical Writer Intern
Summer 2024

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

I worked as a paralegal/legal writer at an immigration law firm prior to starting the MAPW. The research skills and writing skills that I gained in my previous role helped me to transition into technical writing.

What skills did you strengthen or learn at your internship?

I strengthened my writing skills, my technical skills, my interviewing/research skills, and my collaboration skills.

What are the steps you took to land your internship?

I looked at previous MAPW internship profiles to see what internships were available to MAPW students. I knew that I wanted to focus on technical writing, so I reached out to MAPW alumni who had done technical writing internships in the past. I was particularly interested in Salesforce because many MAPW alumni interned there and now work there full-time.

What did you do as an intern?

My internship project was to redo the Salesforce Continuous Integration (SFCI) Documentation. The documentation had not been touched by a technical writer in 3+ years, so it was my job to reorganize/rewrite it and interview engineers to make sure that the information was accurate. After everything was updated, I leveraged existing technology to convert the SFCI documentation from Confluence to Markdown and then I set up an LLM on it to test AI on it. It was a really interesting project!

What was challenging about your internship?

The most challenging part about my internship was learning new tools and technologies and learning how to be a technical writer! I did not have any experience using Git or Github prior to the internship, so it took me awhile to learn how to use them to do my work.

What did you enjoy about your internship?

I was really lucky to be placed on a supportive team and I had an amazing mentor that helped me to make the most of my internship. Salesforce has a large intern program (~300 summer interns), so it was fun going to all the intern events and meeting all the other interns.

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

My advice would be to start looking for internships early and network with other MAPWs who have done internships that you would be interested in doing.

San Francisco, CA
<https://www.salesforce.com/>

Internship Type

- ✓ Paid
- Unpaid

Applied

October 2023

Accepted

Early December 2023

Internship Category

- ✓ Technical Writing
- Marketing Communications
- EditingUser Experience
- Corporate Communications
- UX Writing
- Content Strategy
- Instruction Writing/Design
- Arts/Nonprofit Communications
- Science Writing
- Proposal Management/Writing
- Speech Writing
- Healthcare Communications
- Journalism

Carnegie
Mellon
University
English

ATI Materials

Communications Team



Hope Miller

MA in Professional Writing (2024)

Communications Intern
Summer 2024

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

My skills with science writing, website design, and my experiences as a MechE TA helped me secure this internship. My supervisors liked that I had experience working with engineers and writing about scientific, technical topics.

What skills did you strengthen or learn at your internship?

I strengthened my interviewing skills and learned more about writing to fit a brand's voice. I also got more experience leading large projects and working on them independently.

What are the steps you took to land your internship?

After applying to other internships earlier in the spring, I reached out to Jen and Suguru for help. They gave my resume to various alumni connections, one of which was at ATI. A representative from ATI reached out to me for an interview.

What did you do as an intern?

My two big projects were writing feature stories and spearheading a website audit and rearrangement. The feature stories were about ATI's manufacturing capabilities, and I interviewed engineers and wrote for a nonexpert audience. For the website, I found ways to improve visibility for certain pieces of information and made those changes in SharePoint and with HTML.

What was challenging about your internship?

Staying on track when deadlines were loose was a challenge. I had to push myself to be independently productive and use my time wisely. I also didn't always know who I should reach out to when I needed certain information.

What did you enjoy about your internship?

I enjoyed working in a corporate setting and feeling valued. I am happy that I have new portfolio pieces from work instead of just school.

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

Your portfolio is just as important as your resume, sometimes more important. Writing about scientific topics can be daunting, especially when you're talking with experts. You just need to be confident and not afraid to ask questions. When you can, learn what people are doing outside of your team or department. You can make connections, learn new skills, and find other areas where you could be successful.

Pittsburgh, PA
www.atimaterials.com

Internship Type

- ✓ Paid
- Unpaid

Applied

Late April 2024

Accepted

Early May 2024

Internship Category

- ✓ Technical Writing
- Marketing Communications
- ✓ Editing
- User Experience
- ✓ Corporate Communications
- UX Writing
- Content Strategy
- Instruction Writing/Design
- Arts/Nonprofit Communications
- Science Writing
- Proposal Management/Writing
- Speech Writing
- Healthcare Communications
- Journalism
- ✓ Website Design

Carnegie
Mellon
University
English

The Block Center for Technology and Society

Block Center Staff



Lia Gold-Garfinkel

MA in Professional Writing (2024)

**Communications Assistant
Summer 2024-Winter 2024**

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

Courses like Document and Information Design, Style, and Information Architecture gave me valuable skills for this position. I also took on part time jobs on marketing teams at CMU throughout the semester which helped me refine my skills and add to my resume and portfolio.

What skills did you strengthen or learn at your internship?

During my internship, I was given the chance to strengthen both my graphic design and editing skills with the projects I worked on. I also became more familiar with software corporations commonly use like Miro, Monday, and Slack. I also was able to strengthen my collaborative skills, having worked on a fairly small but close-knit team.

What are the steps you took to land your internship?

I found the position through Handshake with CMU. I submitted my resume, making sure to highlight my technical writing and design skills. I also researched the Block Center's mission and projects before my interview with them. Their support of using AI for good and the impact of AI in the workforce was of interest to me, being from the English department and the rise of programs like ChatGPT.

What did you do as an intern?

I edited policy reports and communication materials, conducted desk research and assembled spreadsheets of AI Centers and grants the Block Center has awarded, assisted in anonymizing grant applications, edited/designed blog posts, participated in weekly team meetings and assisted in event coordination.

What was challenging about your internship?

Learning how to use the software the Block Center used for internal communication/organization of projects within a short time frame. Familiarizing myself with the multiple projects the Block Center produced as well as which staff members led which projects was also challenging.

What did you enjoy about your internship?

I enjoyed being able to put the skills I gathered throughout the semester to use. The Block Team was also very welcoming and supportive which made collaborative work enjoyable.

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

Being open to learning and adapting was very important. I wasn't knowledgeable about AI policies, or the full scale of the Block Center's operations to begin with. However, I was able to learn about these topics throughout the summer, just by constantly interacting and working on projects. In short, I wouldn't be afraid to apply for positions in fields you aren't familiar with.

Pittsburgh, PA

<https://www.cmu.edu/block-center/index.html>

Internship Type

- ✓ Paid
- Unpaid

Applied

May 2024

Accepted

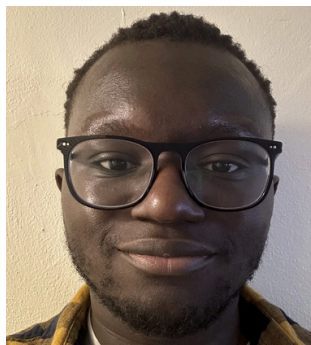
May 2024

Internship Category

- ✓ Technical Writing
- ✓ Marketing Communications
- ✓ Editing
 - User Experience
 - Corporate Communications
 - UX Writing
 - Content Strategy
- ✓ Instruction Writing/Design
 - Arts/Nonprofit Communications
 - Science Writing
- ✓ Proposal Management/Writing
 - Speech Writing
 - Healthcare Communication
 - Journalism

**Carnegie
Mellon
University**
English

Aiken House



Nathan Eke

MA in Professional Writing (2024)

**Creative Writing/Content Marketing
Intern Summer 2024**

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

I showcased strong informative writing skills in my portfolio pieces and displayed communication skill during the interview process.

What skills did you strengthen or learn at your internship?

I learned a lot about blog writing, research, Webflow, and time management during my time at Aiken House.

What are the steps you took to land your internship?

I thoroughly examined the company's website and picked portfolio pieces that I think best suited the position. I also displayed my knowledge of the company during the interview process.

What did you do as an intern?

I wrote and posted blogs for three separate platforms using a software called Webflow, made social media posts on behalf of said platforms, participated in meetings with instructional exercises, and researched various topics for blog content.

What was challenging about your internship?

Staying on top of weekly assignments and writing about certain topics that I had little interest in.

What did you enjoy about your internship?

Writing and researching for topics that I was interested in. Also, the satisfaction of getting my work out on the internet where people could see.

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

Build up a collection of portfolio pieces that show off your writing skill, especially pieces of informative writing. I believe the more journalistic pieces I wrote for my Science Writing class in particular prepared me for this role. Also, setting a schedule to build good time management skills is essential. It can be easy to miss a deadline when if you're not careful.

Pittsburgh, PA (Remote)
<https://www.aikenhouse.com/>

Internship Type

✓ Paid
Unpaid

Applied

Early May 2024

Accepted

Late May 2024

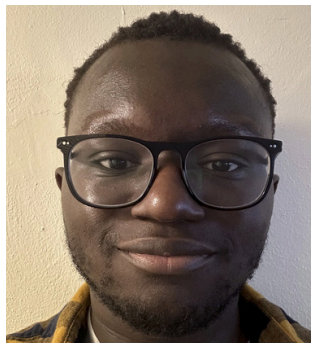
Internship Category

Technical Writing
✓ Marketing Communications
EditingUser Experience
Corporate Communications
UX Writing
✓ Content Strategy
Instruction Writing/Design
Arts/Nonprofit Communications
Science Writing
Proposal Management/Writing
Speech Writing
Healthcare Communications
Journalism

**Carnegie
Mellon
University**
English

XIRCLS

Flash Accounts/Content Writing Team



Nathan Eke

MA in Professional Writing (2024)

SEO Content Writing Intern
Summer 2024

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

Skills that gave me an advantage when applying included my eye for detail, my ability to put myself in the shoes of the consumer, and my willingness to learn about new software programs.

What skills did you strengthen or learn at your internship?

I strengthened my ability to cooperate in a team of coworkers and my ability to be a self-starter of my own projects.

What are the steps you took to land your internship?

I went to their website and learned all I could about the software and services they offered. I kept that knowledge in mind while applying on LinkedIn and sending a curated version of my portfolio.

What did you do as an intern?

I wrote and posted articles about XIRCLS software and similar martech (marketing technology) apps, increased brand presence via social media posts, attended meetings and training sessions, and offered revised product pages. I also briefly reached out to companies about trying XIRCLS software.

What was challenging about your internship?

Coordinating communication amongst a global team, coming up with ideas for new articles, and dealing with the self-directed nature of my position.

What did you enjoy about your internship?

The XIRCLS community felt very welcoming and interconnected, despite how spread out everyone was.

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

I would say you need a willingness to research not only your own company's products, but also those of competing brands. You should also get acquainted with how to write for customers and get them excited to use your company's products.

Mumbai, Maharashtra (Remote)
<https://www.xircls.com/>

Internship Type

Paid

✓ Unpaid

Applied

Late May 2024

Accepted

Late May 2024

Internship Category

Technical Writing

✓ Marketing Communications

EditingUser Experience

✓ Corporate Communications

UX Writing

✓ Content Strategy

Instruction Writing/Design

Arts/Nonprofit Communications

Science Writing

Proposal Management/Writing

Speech Writing

Healthcare Communications

Journalism

**Carnegie
Mellon
University**
English

Dietrich College

Communications Team



Rebecca Kane

MA in Professional Writing (2024)

Communications Intern
Summer 2024

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

My skills as a communicator and writer showed that I would be an asset to the team when it came to crafting feature stories. My organization skills also showed that I could manage multiple tasks at one time and complete them on a deadline.

What skills did you strengthen or learn at your internship?

During my internship, I strengthened my on-the-spot thinking and idea generating skills. I also furthered my presentation and public speaking skills.

What are the steps you took to land your internship?

I applied on Handshake, was interviewed, and completed a written assignment prior to being hired.

What did you do as an intern?

I wrote multiple feature stories, posted original content on the Instagram page, participated in weekly team meetings, conducted interviews with students, attended student-focused photoshoots, and more.

What was challenging about your internship?

Keeping track of multiple stories and their moving parts all at once.

What did you enjoy about your internship?

I enjoyed the encouraging and supportive environment, working with the communications team, and producing content that would enhance the Dietrich brand.

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

Don't be afraid to ask questions, keep track of everything you have to do by either writing it down or logging it online, create a system to stay organized, and treat every day as a learning experience rather than just a day at your internship.

Pittsburgh, PA
<https://www.cmu.edu/dietrich/>

Internship Type

- ✓ Paid
- Unpaid

Applied

February 2024

Accepted

Early May 2024

Internship Category

- Technical Writing
- ✓ Marketing Communications
- EditingUser Experience
- Corporate Communications
- UX Writing
- ✓ Content Strategy
- Instruction Writing/Design
- Arts/Nonprofit Communications
- Science Writing
- Proposal Management/Writing
- Speech Writing
- Healthcare Communications
- ✓ Journalism

Carnegie
Mellon
University
English

CMU College of Engineering

Marketing and Communications Team



Sarah Maenner

MA in Professional Writing (2024)

Writing and Communications Intern
Spring–Fall 2024

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

I drew on my background in science communication, and I was also better able to identify each article's audience and purpose because of what I had learned in the program.

What skills did you strengthen or learn at your internship?

I learned how to interview subject matter experts like faculty and alumni, and how to quickly learn more about subjects and disciplines with which I was unfamiliar in order to write about them.

What are the steps you took to land your internship?

I reached out to and stayed in contact with the hiring manager through the process, keeping her updated on my progress. This was possible due to the informal nature of the application process.

What did you do as an intern?

I interviewed subject matter experts and wrote about them and their work; drafted social media posts advertising stories; kept CMS documentation up-to-date; and visited summer camp events to get material for promotional media.

What was challenging about your internship?

Learning about subjects I had no prior knowledge of in order to ask useful interview questions. Also, waiting for people to respond to emails was a surprising hurdle.

What did you enjoy about your internship?

I spoke with many passionate people about the research they love to do and was able to share that passion with a wider audience.

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

Ask questions. That's the job in a nutshell and it also helps you become a student of the expert, and that's when the best writing happens—when the two of you turn into a team. Understand that people love to talk about what they love, and channel that love.

Pittsburgh, PA
www.engineering.cmu.edu

Internship Type

- ✓ Paid
- Unpaid

Applied

January 2024

Accepted

February 2024

Internship Category

- ✓ Technical Writing
 - Marketing Communications
 - Editing
 - User Experience
 - Corporate Communications
 - UX Writing
 - Content Strategy
 - Instruction Writing/Design
 - Arts/Nonprofit Communications
- ✓ Science Writing
 - Proposal Management/Writing
 - Speech Writing
 - Healthcare Communications
 - Journalism

Carnegie
Mellon
University
English

Apple Inc.

Instructional Products



Cassy Whitaker

MA in Professional Writing (2024)

Instructional Designer
Summer 2024

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

I drew on prior work experience in small business management, health communications, and medical content marketing to bring relevant skills in relationship building, learning new software on the job, and translating technical information for a broad audience.

What skills did you strengthen or learn at your internship?

Prototyping and public speaking.

What are the steps you took to land your internship?

I responded to an email directed to the MAPW list. I didn't hear back right away, but sent a super friendly follow-up email a week later. To move through the 4 rounds of interviews, I developed and rehearsed 10 interview question responses with a career counselor and using the "Big Interview" training tool).

What did you do as an intern?

I helped maintain user guides for upcoming software releases.

What was challenging about your internship?

Work-life balance.

What did you enjoy about your internship?

It was an excellent community atmosphere! I was given meaningful work with lots of support and feedback.

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

Be curious and talk to everyone.

Cupertino, CA

Internship Type

- ✓ Paid
- Unpaid

Applied

Early February 2024

Accepted

Early March 2024

Internship Category

- ✓ Instruction Writing/Design
- ✓ Content Strategy
- Marketing Communications
- Technical Writing
- EditingUser Experience
- Corporate Communications
- UX Writing
- Arts/Nonprofit Communications
- Science Writing
- Proposal Management/Writing
- Speech Writing
- Healthcare Communications
- Journalism

Carnegie
Mellon
University
English