

INTERNSHIP SPOTLIGHT

Caileigh Johnston

Graduation Semester & Year: Spring 2024

Semester & Year of Internship: Summer 2023

Major: Communication

Minor: Sociology

Hobbies: Reading, Traveling, Watching Documentaries

Campus Activities: Lambda Pi Eta, Honors Program, Gender Sexuality Alliance Club (GSA)

Future Plans/Career Goals: I plan on working with Communications and Marketing at a University.

Hometown:
Scottsdale, PA



- **Internship (company/your title):**
Communications & Marketing Intern/American Sportfishing Association (Washington, D.C.)
- **How did you find your internship?**
Through The Washington Center's internship database
- **What were your duties?**
News article research, social media tracking, event organization, gathering media outlets, writing pitches
- **How many hours per week were you at your internship site?**
32 hours
- **What did you enjoy most about your internship?**
Learning from the Communications and Digital Marketing Team
- **What was the most difficult aspect of the internship?**
Commuting an hour to the office for work that could have been remotely.
- **How did your experience at UPG and in the Communication Department prepare you for your internship?**
All of the writing and research that I have done at UPG has prepared me for the writing and research I do at ASA.
- **How has your internship prepared you for a career?**
I learned that not all of the connections I make, or papers that I write are going to be completely formal.
- **What recommendations do you have for other students about doing an internship?**
Remember that learning what you don't want to do in the future helps you figure out what you want to do.

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