

# INTERNSHIP SPOTLIGHT

## Hayley Frye

**Graduation Semester & Year:** Spring 2021

**Semester & Year of Internship:** Summer 2020/Spring 2021

**Major:** Communication

**Hobbies:** Physical fitness, baking, reading, outdoor activities

**Campus Activities:** President of Lambda Pi Eta, Member of the History Club

**Future Plans/Career Goals:** I plan on going back to West Central. This company is too good of a place for me to pass up any opportunities that come my way.

**Minor:** History

**Hometown:**

New

Alexandria, PA



- **Internship (company/your title):**

West Central Equipment/Marketing Intern

- **How did you find your internship?**

I heard about it through an email from Kristen Stratton, and then Dr. Prellwitz mentioned it to me and how it would be a good fit.

- **What were your duties?**

Running all social media accounts, designing graphics using Adobe platforms, planning, recording, and editing videos, creating email blasts, website editing and production.

- **How many hours per week were you at your internship site?**

40

- **What did you enjoy most about your internship?**

My co-workers and the willingness they all had to teach me things and let me learn them. I also enjoyed the overall atmosphere of the company, everyone was so inviting and kind.

- **What was the most difficult aspect of the internship?**

Definitely learning about all of the equipment and how to operate it but after a while I got the hang of it.

- **How did your experience at UPG and in the Psychology Department prepare you for your internship?**

The communication major prepared me for my internship by teaching me the ability to proficiently work in a group and on my own. It also taught me how to be a better communicator in the workplace. My advertising and public relation courses helped me the most when it came to the content I was generating at work.

(cont.)

- **How has your internship prepared you for a career?**

There are some things that a classroom just cannot simulate; especially with the field I have chosen to go into. Some topics that shape the way we market our equipment are just too new and rapidly changing for a classroom to be able to 100% explain to students. Having this hands-on work experience is something that has changed me for the better.

- **What recommendations do you have for other students about doing an internship?**

If you can, do an internship. You will learn skills that will help build your understanding of your field but also you will learn what makes a good employee and co-worker stand out. I had so much fun at my internship and I will forever be thankful for the things I learned there.

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