



Elevator Pitch >>>

June 10th, 2018

Final internship journal entry
& Virginia Tech Reading

Elevator PITCH

Q & A

Q: Did your work have an impact on your employer's efficiency and/or bottom line?

A: There was definitely an effect in terms of efficiency and organization. I also drafted a letter of inquiry for a potential grant they could apply for, which my supervisor said they could use latter down the road. Even just preparing a template for a future grant proposal is significant.

Q: What kind of problems were assigned?

A: I was to revamp the categorization and tagging system of ES's entire database.

Q: Can the results of your internship be quantified?

A: Yes, I went through over 400 articles, which improved the user experience, and staff experience, of the entire website, making the organization of the articles more intuitive and uniform.

Write and Speak About the Experience Making a good first impression counts!

In closing this journal, I thought I would add in my Elevator Pitch that I would use if a potential employer asked about my time at Ethnic Seattle. According to my seminar professor, pitches are around one minute and well-rehearsed, so I'm leaving this here for me to reference in the future!

Interviewer: How what your time at Ethnic Seattle?

Me: Interning with Ethnic Seattle was a great learning experience for me. As it is a 501(c)(3) nonprofit, a lot of their ethos in wanting to help minority owned businesses made me realize I would really like to enter the nonprofit sector. I found their entire mission very localized and community centered which is worthwhile and the kind of nonprofit I'd like to work for as a content editor and communications strategist.

In general, I was able to make my time there an interdisciplinary experience where I did work that related to cultural events, traditions, and the history of other countries which matches well with me as I have a bachelor's degree in Anthropology. I also learned about the business of nonprofits by creating a letter of inquiry for a potential grant for them. Through ancillary research on digital

marketing I learned about Search Engine Optimization. And finally, how to generate audience engagement specifically in digital marketing in a news outlet and blog type platform.

- Nonprofit sector,
- Digital media,
- Technical writing,
- Community centered,
- Cultrre

How else might I articulate my internship experience? I found a quick guide on Virginia Tech's website.

They discuss using action verbs and the technical and professional skills gained at the internship. I think my pitch includes this, but I feel I could be more specific. I suppose I could elaborate based on their

follow up questions. Another aspect is noting an equipment used, and this is where I can include WordPress and all the Google products I used. I'll need to update my resume as well include an accomplishment statement under my time at Ethnic Seattle.

Virginia Tech includes a list of questions students can use to further articulate their internship experience textually and verbally. See left-hand column.

Maryssa