



## Internship Reflection Guidelines

---

For this years internship I decided to intern at Bow N Arrow clothing because within Nueva I have taken advantage of the on stage pod to further my acting skills but have unfortunately not had the opportunity to explore my interests in marketing. Ever since I made the decision that I wanted to pursue acting as a career, marketing became a huge interests of mine in which I desperately wanted to expand my knowledge because as an actress you must be able to get yourself out there and attract people to hire you. This internship consisted of a lot of tasks. Each day I was presented a new task whether it be rebranding the new arrivals with the Bow N Arrow clothing icon and tagging it with it's pertaining barcode, reorganizing the racks, taking pictures for their facebook account, modeling for their instagram account or even re dressing the mannequins, whatever the task was I took it on with determination and initiative.

My mentor, Mercedes Hernandez, gave me a list of tasks to complete from the moment I arrived to the moment I left. She also guided me to do the best work I could possibly do. She was very sweet and whenever I ran into an obstacle she would be the helping hand to guide me through the task. For example, when I was asked to take pictures of clothing for their facebook page, she didn't just hand me a camera and say take pictures, she demode how to properly take a picture the way she liked it and the do's and don'ts when taking a photo. She wanted to be able to see every piece of clothing in the photo and she did not

Maintaining a business is hard work and a lot of responsibility. It was an honor to have Mercedes as a mentor because as I was working at her shop I was also able to take a step back and admire her strive in running her own business. She was very understanding and flexible when there were conflicts in my schedule for example



once the rehearsals began for asunder I began to have rehearsals every tuesday and thursday so since those were the days I would originally go to my internship we have to come up with a compromise that worked for both of us. Instead of going every tuesday and thursday I started going every wednesday. Another challenge is that sometimes I wouldn't understand Mercedes terminology with the store so when she would ask me to do certain tasks I would feel not so smart needing to ask what she had meant by what she said. In addition whereas everyone knew where everything belonged and basically how everything worked in there, I didn't and it took me a couple of days to get the hang of things for example knowing where certain items went.

As far as personal growth I definitely feel that I went into this internship thinking that I was just going to maybe model their clothing for their social media or for their websites and I thought that was the only thing that went into marketing but in all reality I came to realize that literally everything you can think of falls into marketing at the end of the day. Marketing is the action or business of promoting and selling products or services, including market research and advertising. I learned that there are a lot of tasks when it come down to marketing other than taking pictures for their site but I also had to other tasks that I needed to complete

With this internship I was able to attain many transferable skills. One being communication because without having communicated I wouldn't have even been able to get my hours done or had the opportunity to intern with Mercedes. From the beginning of my internship I let her know what days I was available and what days would not work. We ended up on agreeing with having me come in every tuesday and thursday, if I had any changes in my schedule I would let Mercedes know in advance that way we can schedule me to go in another day of the week so that I could still get my hours done of the week. Another example of communicating was when I realized that during finals week I got out at 12 o'clock for one of the days so I



let her know and she let me come in that day so that I could get most of my hours done by staying from 12:00-6:00 pm.

My experience interning at Bow N Arrow clothing was definitely one for the books because not only was it fun working with Mercedes but I also retained a massive amount of information that hadn't known prior to the internship. For example, I had no idea there was a right from wrong when taking a picture of clothes. Mercedes and her coworkers showed me that when marketing you must retain a theme/ aesthetic in efforts to make the page to appealing to the eye which draws in more followers (followers=customers). I definitely did not expect to have the experience I did and when I say that I came into this thinking it was gonna be easy and just helping with their social media but when it comes to marketing your business it is such a wider aspect than just taking pretty pictures and posting them. I was able to see the "behind the scenes" of the bigger picture and it was absolutely mindblowing to me. The one thing I would say is I wish she had me working more on the social media networks and taking pictures so that I could master that aspect if marketing.