



Carnegie  
Mellon  
University  
English



Master of Arts in Professional Writing

---

# INTERSHIP REPORT

---

2018



## SARAH ELIZABETH BENDER

### MA in Professional Writing (May '19)

Marketing Intern, Summer 2018  
Hometown: Harrison City, PA

#### Internship Type:

- paid
- unpaid

#### Applied by:

April 2018

#### Accepted by:

May 2018

#### Internship Category:

- corporate communication
- editing & publishing
- grant writing / fundraising
- healthcare communication
- information architecture
- journalism and news media
- non-profit communication
- public relations & marketing
- science writing
- technical writing
- user experience strategy
- writing for multimedia

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

*My employer was especially interested in my editing skills, developed through Professional Writing coursework and my previous experience writing for newspapers and magazines. My writing abilities gave me an advantage as well, as did my familiarity with InDesign.*

#### What skills did you strengthen or learn at your internship?

*Through my internship, I had the opportunity to gain social media experience by running Timesys's twitter account. I also further strengthened my communication skills through correspondence with customers, partners, and coworkers.*

#### What are the steps you took to land your internship?

*I was made aware of Timesys's need for a marketing intern through a family member who works with the company, and submitted my resume and portfolio. I was offered the position after an interview.*

#### What did you do as an intern at Timesys?

*Timesys launched a new offering this summer, so my primary task throughout the internship was to edit the presentations, web content, blog posts, emails, and press releases used to promote the launch, and eventually to produce blog posts, webpages, and emails of my own. I also posted numerous tweets each week, created a style guide for company writing, and edited a large library of technical documentation in my spare time.*

#### What was challenging about your internship?

*Without much experience in technical writing, I had to do a lot of research and communicate extensively with the software engineers as I worked in order to make sure my edits (and eventually content) accurately represented the security solutions Timesys offers. It took some time for me to become confident with the concepts and terms, and the workings of the company.*

#### What did you enjoy about your internship?

*Timesys is a relatively small company, and I got to work one on one with the Marketing Director. I was fortunate to see and experience so much of what she does to keep the company running.*

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

“ There's so much variety in a position like this one, especially at a smaller company, that it helps to be familiar with many different areas. Even though Timesys is a tech company, I found myself using things I'd learned in design classes, researching and compiling broad industry trends, editing presentations and web pages, and being persuasive and succinct in emails and tweets. Even skills you're not actively cultivating for your career goals may end up being invaluable in the end. ”



## EMILY DURHAM

MA in Professional Writing (Part-time; May '20)

Communications Manager, Summer 2018

Hometown: Kalamazoo, Michigan

### Internship Type:

- paid
- unpaid

### Applied by:

Month

### Accepted by:

Month

### Internship Category:

- corporate communication
- editing & publishing
- grant writing / fundraising
- healthcare communication
- information architecture
- journalism and news media
- non-profit communication
- public relations & marketing
- science writing
- technical writing
- user experience strategy
- writing for multimedia

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

*I was able to use my current position as a Communications Manager to fulfill my MAPW internship requirement. However, before I worked full-time for the College of Engineering, I was an intern in the same office. At that time, I had experience in science writing and editing, which made me stand out during the interview process.*

### What skills did you strengthen or learn at your internship?

*I deepened my skills in healthcare communications and media relations. I was able to write several feature stories and press releases about groundbreaking research, and was able to secure researcher interviews with media outlets such as Forbes and MedGadget.*

### What are the steps you took to land your internship?

*Though I was able to use my existing position as my internship, my office frequently hires interns and is always on the lookout for skilled writers and editors.*

### What did you do as an intern in CMU's College of Engineering?

*I strategically planned the university's communications efforts for certain engineering departments and initiatives, as well as coordinated media interviews with faculty.*

### What was challenging about your internship?

*The most challenging part of working in university marketing and communications is balancing all of your different areas of coverage. Between balancing communications for biomedical engineering, chemical engineering, and additive manufacturing, making sure everyone received an equal amount of coverage was the biggest challenge to overcome.*

### What did you enjoy about your internship?

*I especially enjoyed working with my faculty to bring their research to a general audience. One researcher told me that her mother understood her work for the first time, after reading my article about her research. Her gratitude was wonderful and humbling.*

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

“ My best advice is to understand that communications is about strategy. By taking many different sources of information and deciding what to do with each piece, you can shape the way the university and its resources are viewed by the world at large. Communications is much bigger than writing individual articles; you can choose how the world sees you. ”



## KATHERINE ECKENWILER

MA in Professional Writing (Dec. '18)

Technical Writing Intern, Summer 2018

Hometown: Ortonville, MI

### Internship Type:

- paid
- unpaid

### Applied by:

December

### Accepted by:

January

### Internship Category:

- corporate communication
- editing & publishing
- grant writing / fundraising
- healthcare communication
- information architecture
- journalism and news media
- non-profit communication
- public relations & marketing
- science writing
- technical writing
- user experience strategy
- writing for multimedia

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

*They liked that I listed relevant classes on my resume; that apparently got me the interview. During the interview, they specifically mentioned wanting someone proficient in Word, document design, talking with science experts, and working in high stress situations.*

### What skills did you strengthen or learn at your internship?

*Interpersonal/organization communication was a much larger component than I expected. In order to do technical writing, there's a lot of coordination that comes first. Boring as it may sound, I definitely strengthened my skills in getting comfortable talking with people.*

### What are the steps you took to land your internship?

*I updated my resume through the Professional Writing class. I applied on Handshake and did research into the companies that gave me interviews. I wrote down answers to common questions and practiced them.*

### What did you do as an intern at Ball Aerospace?

*I wore a lot of different hats, but the bulk of the internship consisted of talking to engineers (rocket scientists, as intimidating as that was), and editing their writing and formatting their Word documents.*

### What was challenging about your internship?

*I find working harder than school. The days are earlier and the hours are far longer. Honestly, getting into the work grind and used to the change in schedule were the hardest parts for me.*

### What did you enjoy about your internship?

*It was great to put what I learned into practice. My job duties and what I've learned here lined up really well. It was rewarding to actually see real-world products improve through my input. Plus, the people were nice and each day was different. It was a good time, as jobs go.*

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

“ Apply for jobs you don't think you're qualified for. Both jobs I've had in this field I thought were shots in the dark, and yet I somehow got both of them. Doesn't hurt to give it a shot. Also, advertise yourself as an expert at Word. You probably are, at least comparatively, and it's a skill needed and used at every company. ”



## Will Goldby

### MA in Professional Writing (Dec. '18)

Tech Writer Intern, Summer 2018  
Hometown: San Luis Obispo, CA

#### Internship Type:

- paid
- unpaid

#### Applied by:

February 2018

#### Accepted by:

March 2018

#### Internship Category:

- corporate communication
- editing & publishing
- grant writing / fundraising
- healthcare communication
- information architecture
- journalism and news media
- non-profit communication
- public relations & marketing
- science writing
- technical writing
- user experience strategy
- writing for multimedia

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

*I had taken 15-110 (Introduction to Computer Science) and was semi-self taught in HTML and CSS.*

#### What skills did you strengthen or learn at your internship?

*I learned how to work on ambiguous, open-ended projects with cross-functional teams.*

#### What are the steps you took to land your internship?

1. Applied online by submitting a resume and writing sample.
2. Completed a writing test.
3. Went through rounds of interviews.

#### What did you do as an intern at Google?

*I wrote a how-to guide titled "Building an App with PHP 7.2" that shows developers some of the services and resources available on App Engine (Google's cloud computing platform).*

#### What was challenging about your internship?

*Not having a BS in Computer Science makes it hard to write about computer science principles and techniques.*

#### What did you enjoy about your internship?

*I worked with talented and interesting people.*

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

« Learn the technology by becoming an actual user. This helps you understand the pain points your audience faces using it. Learn as much computer science stuff as possible: it's the lingua franca of tech companies.





# Wilton E. Scott Institute for Energy Innovation

Pittsburgh, PA  
cmu.edu/energy



## Cody Januszko

MA in Professional Writing (Dec. '18)

Communications Intern, Summer 2018

Hometown: Wilkes-Barre, PA

### Internship Type:

- paid
- unpaid

### Applied by:

April 2018

### Accepted by:

April 2018

### Internship Category:

- corporate communication
- editing & publishing
- grant writing / fundraising
- healthcare communication
- information architecture
- journalism and news media
- non-profit communication
- public relations & marketing
- science writing
- technical writing
- user experience strategy
- writing for multimedia

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

I think having a wide range of writing samples was helpful. I was able to talk through feature stories, analytical reports, and design documents during my interview.

### What skills did you strengthen or learn at your internship?

I wrote a lot of analytical/benchmarking documents and a few articles for the web. I like to think that I developed my skill in communicating complex topics to a general audience. I ended up doing more work in InDesign, Photoshop, and Illustrator than I would have thought.

### What are the steps you took to land your internship?

I know another MAPW who had this internship during Spring 2018, so I reached out to Amanda King directly and asked if the Scott Institute was looking for a summer intern.

### What did you do as an intern at the Scott Institute?

My favorite task was writing a grant proposal for the National Renewable Energy Laboratory (which we won!). I had never written one before and I found it to be really interesting. Other than the proposal, I did a lot of research, analysis, and benchmarking reports. I also updated the website and newsletter.

### What was challenging about your internship?

Writing in AP style. Give me the Oxford Comma!

### What did you enjoy about your internship?

I enjoyed the variety of tasks that I was able to try and the people I was able to meet. The Scott Institute has some great connections to people who are doing amazing things in the energy field, both on campus and off campus!

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



Be flexible. Try to gain a range of skills by taking a variety of courses. Also, be willing to try new things! You don't have to be perfect on the first try, and you can accomplish most things with some familiarity and a little help from the internet.





## Alexis Morrell

MA in Professional Writing (Dec. '18)

CFA Communications Intern, Summer 2018

Hometown: Wheeling, WV

### Internship Type:

- paid
- unpaid

### Applied by:

April

### Accepted by:

April

### Internship Category:

- corporate communication
- editing & publishing
- grant writing / fundraising
- healthcare communication
- information architecture
- journalism and news media
- non-profit communication
- public relations & marketing
- science writing
- technical writing
- user experience strategy
- writing for multimedia

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

My soft skills and confidence helped me secure my internship. I sent an email to Pamela Wigley, Assistant Dean for Communications, expressing my interest. She liked my portfolio website and my personality.

### What skills did you strengthen or learn at your internship?

I strengthened my web design skills, editing skills, and writing for the web. I had the unique opportunity to work with the CFA Communicators as Pam would have done, herself. In doing this, I learned precious communications skills.

### What are the steps you took to land your internship?

I emailed Pam expressing my interest in an internship. Luckily, she was happy to have another writer around.

### What did you do as an intern at the College of Fine Arts?

The CFA is currently migrating its old website over to CMU's content management system. (The new site will launch some time in September or October.) I mainly managed this web project, and I was involved at every stage. I met with the CFA Communicators to assess their communications goals; rewrote their content; designed templates for the web pages; met with the Web & Creative team regularly; chose, cropped, and compressed images; ensured the site was user friendly. I did some other things, too, but the website project was my main responsibility.

### What was challenging about your internship?

The CFA Communicators are busy with a variety of responsibilities and projects. I learned how to better communicate when certain tasks are of high priority.

### What did you enjoy about your internship?

I love writing, designing, editing, and organizing information for the web. I feel privileged to be able to do all of that and work for the fine arts.

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

“ If you choose to go into a tech field, keep learning. Technology is powerful and always in flux. If you keep up with best practices, you can feel confident that you are providing people with the best possible experience.





## Emily Nagin

MA in Professional Writing (May '19)

Summer Studies Graduate Assistant, Summer 2018

Hometown: Pittsburgh, PA

### Internship Type:

- paid
- unpaid

### Applied by:

February

### Accepted by:

February

### Internship Category:

- corporate communication
- editing & publishing
- grant writing / fundraising
- healthcare communication
- information architecture
- journalism and news media
- non-profit communication
- public relations & marketing
- science writing
- technical writing
- user experience strategy
- writing for multimedia

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

*A major focus of my internship was maintaining the Summer Studies social media accounts. I had already served as the social media manager at a small literary journal, so I had some experience creating and maintaining an engaging organizational voice.*

### What skills did you strengthen or learn at your internship?

*I definitely got better at writing tweets and Facebook posts! I was also able to assist in program development. This wasn't something I'd done before, and I learned a huge amount about working behind-the-scenes at a university.*

### What are the steps you took to land your internship?

*Honestly, I think the most helpful thing I did was sending follow-up emails after the interview. I made sure to let the people I'd spoken with know that I'd enjoyed talking with them and that I was really interested in the job. I got an offer later that week.*

### What did you do as an intern at Summer Studies?

*I ran the Facebook, Twitter, and Instagram accounts and wrote a digital newsletter for the Summer Studies students. I was also helped develop two workshops for summer students, did data analysis, and conducted benchmark research.*

### What was challenging about your internship?

*One of the most challenging aspects of the internship was communicating and coordinating between university departments with different schedules, needs, and communication styles.*

### What did you enjoy about your internship?

*I loved how much freedom I had to get creative, whether I was writing the newsletter, creating a "voice" for the department's various social media outlets, or developing workshops.*

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

“ This may sound really obvious, but focus on fields you're excited about. I enjoyed organizing and developing those workshops because I care a great deal about educational programming. If you let your interests take the lead, you'll find a field that you're happy in. Also, send follow-up emails after interviews! ”







## ANNIE RUCKER

MA in Professional Writing (Dec. '18)

Instructional Design Intern, Summer 2018

Hometown: Charlotte, NC

### Internship Type:

- paid
- unpaid

### Applied by:

December 2017

### Accepted by:

December 2017

### Internship Category:

- corporate communication
- editing & publishing
- grant writing / fundraising
- healthcare communication
- information architecture
- journalism and news media
- non-profit communication
- public relations & marketing
- science writing
- technical writing
- user experience strategy
- writing for multimedia

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

*My curiosity, transparency, and ability to understand and synthesize complex information to make it accessible for diverse audiences helped me secure this internship. My previous experience as a medical writer gave me an advantage because I was familiar with plain language standards and collaborating with subject matter experts (SMEs).*

### What skills did you strengthen or learn at your internship?

*I strengthened my skills in writing, editing, quality assurance, information architecture, and learning management systems (LMS).*

### What are the steps you took to land your internship?

*I attended an information session about instructional design and shared a hard copy of my resume with the presenters. Then, I emailed the presenters about my interest in a summer internship and set up an interview in D.C.*

### What did you do as an intern at PowerTrain?

*I created web-based trainings and facilitator guides for the National Institute of Health (NIH) and the American Red Cross (ARC). For NIH, I created modules that will teach clinical staff about transgender individuals and AIDS/HIV. For ARC, I created a training about how to create inclusive learning environments for people with disabilities. I also helped redesign sections of the U.S. Office of Personnel Management's website.*

### What was challenging about your internship?

*It was challenging to juggle multiple projects on tight deadlines, while implementing client edits. It was difficult to come up with engaging classroom activities.*

### What did you enjoy about your internship?

*I enjoyed working on projects that will make a positive difference in the world. I liked the responsibility and autonomy I was given, and my team was supportive and had my best interests in mind.*

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

“ Don't be afraid to ask questions, especially before you start a project. Your team will appreciate your honesty and willingness to learn, and it sends a positive message that you want to do the work correctly. Be prepared for lots of client edits and the probability that you'll rarely see many of your clients or team members in person. ”



## RICARDO WIESNER

MA in Professional Writing (Dec. '18)

Content Marketing Intern, Summer 2018

Hometown: Ann Arbor, MI

### Internship Type:

- paid
- unpaid

### Applied by:

Early April 2018

### Accepted by:

Late April 2018

### Internship Category:

- corporate communication
- editing & publishing
- grant writing / fundraising
- healthcare communication
- information architecture
- journalism and news media
- non-profit communication
- public relations & marketing
- science writing
- technical writing
- user experience strategy
- writing for multimedia

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

*I had a strong selection of writing samples. Based on those samples, I wrote some copy for the company as part of the interview process, and they liked my writing enough to hire me.*

### What skills did you strengthen or learn at your internship?

*I practiced writing for a broad audience, which is different from academic writing. I also learned how to use others' feedback to improve my writing, even when it took some work to understand what my editors wanted me to change.*

### What are the steps you took to land your internship?

*I interviewed for a ton of internships, and applied for an almost embarrassing amount. That process helped me realize what I was good at and what I wanted. I found that many interviews went poorly because I wasn't excited about the roles. So I switched my focus over from trying to get onboard with a cool company to trying to land a position which would allow me to grow professionally, no matter the company. It was the right move.*

### What did you do as an intern at Company Name?

*I pitched ideas for and wrote content pieces. I worked with analysts to report on market trends. I wrote social copy for FB, Twitter, and LinkedIn. I did copywriting for ads and newsletters. I edited the work of other freelancers.*

### What was challenging about your internship?

*I knew next to nothing about the industry. It took a lot of research to reach the point where I could write convincingly about energy.*

### What did you enjoy about your internship?

*I worked with an amazing team who listened to my ideas and put me to work on the right projects. I had a lot of flexibility, and my boss trusted me to do things my way as long as I produced something that the team could work with. I learned something new every day and got the chance to talk to subject matter experts one-on-one. It was a great fit overall.*

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

« Content marketing is still marketing. Learn what you can about the marketing funnel, and understand what the top of the funnel is (since that's where content lives). Gain at least a basic understanding of content strategy and SEO. Read a piece of content on LinkedIn or Medium now and then to get an idea of what's out there. Oh, and be a good writer. »



## Jessie Wu

MA in Professional Writing (Dec. '18)

Technical Writer, Summer 2018

Hometown: Wuhan, China

### Internship Type:

- paid
- unpaid

### Applied by:

April

### Accepted by:

the end of April

### Internship Category:

- corporate communication
- editing & publishing
- grant writing / fundraising
- healthcare communication
- information architecture
- journalism and news media
- non-profit communication
- public relations & marketing
- science writing
- technical writing
- user experience strategy
- writing for multimedia
- English-Chinese translation

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

*The coursework I took at CMU helped me a lot during my application, and being a bilingual was also something necessary for this position, since there was translation work involved.*

### What skills did you strengthen or learn at your internship?

*My work involved editing and publishing articles related to Intel QuickAssist Technology (Intel QAT) on Intel China's WeChat official account (Chinese social media). I needed to use an editing tool called Xiumi to edit and publish the articles, so I definitely learned a lot about this tool and strengthened my editing skills. I also strengthened my English-Chinese translation skills, since translation was also part of my work.*

### What are the steps you took to land your internship?

*I looked through Intel's website and signed up for its regular emails about opening positions at Intel. I applied when I saw the position and emailed the manager my resume and writing sample. I then had two interviews and got the position.*

### What did you do as an intern at Intel?

*I was mainly responsible for editing and publishing articles related to Intel QAT. And I translated English and Chinese articles about Intel QAT. I also wrote a help guide for incoming interns explaining the working procedure and created a style guide for all the articles that are going to be published on the platform.*

### What was challenging about your internship?

*I did not know anything about Intel QAT before I started my job. I had to learn the technical terms and understand what the engineers were saying in their articles so that I would not make any mistakes while I was translating or editing the articles. And since I was also in charge of English-Chinese translation, I also needed to know both the English and Chinese of all the technical terms related to Intel QAT.*

### What did you enjoy about your internship?

*I really enjoyed working with my team and learning about the tech stuff. I also enjoyed the working environment at Intel. Everyone was very friendly and super helpful.*

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



*Do not be afraid of asking questions. You do not need to feel embarrassed if you do not know some technical terms or the technology involved in your work. Just ask! It's all about learning new stuff and gaining new experience!*



# PAST PLACEMENTS



## The Chautauquan Daily

